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THE NATIONAL NEWSPAPER OF MARKETING

'Flimsy Ground—More Subjective Opinion' . . .

FTC Shifts Own Rules, Maligns via Press: Bates

Agency's Ad Says Issue 'Will Be Fought in Court'; Asks: 'What Are Rules?'

NEW YORK, Jan. 22—Ted Bates & Co., which has been cited by the Federal Trade Commission on several occasions recently, will run a page ad in New York, Chicago and Washington newspapers Monday, Jan. 25, addressed to Earl W. Kintner, FTC chairman, asking for definitions of what is misleading, deceptive and dishonest advertising.

The Bates ad asserts that the agency is puzzled by an apparent conflict between a recent policy statement by the FTC, enunciated by Mr. Kintner, and complaints issued by the government body.

Bates says its "puzzlement" stems from "a simple fact." That is that "what appears truthfully (and like real life) on the tv screen may not be what actually goes before the tv cameras." It explains that blue shirts, for example, must be worn on tv in order to get a white shirt effect; that snow can never be real snow.

The agency cites a November statement by Mr. Kintner (AA, Nov. 23), in which he said the FTC realized "that it is often difficult to impart true life quality to a product when it is photographed for television . . . Where the use of props does not result in a material deception, the Federal Trade Commission would have no reason to complain."

■ Yet, says the agency, Mr. Kintner and the FTC have since "changed the rules" and "accused a number of great American companies of deceptive and dishonest advertising," when actually they did nothing more than use "an artifice no more deceptive or misleading than the makeup" Mr. Kintner will have to wear the next time he appears on tv.

Specifically, the Bates agency cites the experience of its client, Palmolive Rapid Shave, which it charged the FTC "needlessly discredited in the eyes of Americans" by calling Palmolive commercials "deceptive" and "misleading."

The agency says it used a sandpaper dramatization to show the qualities of a Palmolive shave because millions of people have "a sandpaper beard"—a tough beard.

"We know that people don't shave sandpaper," the Bates ad says, "any more than they write with pens under water, shave peaches, or strap their wrist watches on the propellers of transatlantic liners to find out if they are waterproof.

■ "We used this dramatization for a simple reason. Millions of Americans use a common phrase: 'I have a sandpaper beard.' It means a tough beard. It is a problem with millions. Our phrasing comes under the heading of 'imaginative selling'—no more.

"What is more, it is true that if you apply Palmolive Rapid Shave—and let it soak, as you would shave with a tough beard—you can shave sandpaper.

"We demonstrated this to two representatives of the Federal Trade Commission. They actually performed the experiment for themselves. We will be glad to repeat this test for you, at any time and place which you choose."

In this commercial, adds Bates, "we used an artifice no more deceptive or misleading" than tv makeup because "the color variations between the shaved and unshaved sandpaper do not register properly through the tv lens."

(What Bates used was a sand-coated sheet of Plexiglass.)

■ Maintaining that this was not deceptive, misleading nor dishonest, Bates says that Colgate withdrew the commercial only "be-

(Continued on Page 103)

New Rexall Plan Puts Stress on Single Products

LOS ANGELES, Jan. 20—Rexall Drug Co. is departing from its "omnibus" magazine advertising this year to introduce a series of new products. In the past, Rexall has launched new products with single ads, and thereafter promoted them in ads with many other items.

Current magazine plans for the first six months of 1960 call for a "specialty" approach, with large base introductory ads in two colors, followed by as many as ten smaller insertions.

The first of the new products, Cough-Center tablet, was introduced via a page insertion in *Life* two weeks ago. The supporting schedule will run in *Life, Look* and *The Saturday Evening Post*. The second new product, Meltamins Junior, a chewable vitamin for children, will be launched in the Feb. 2 *Look* and February *Parents' Magazine*. The follow-up schedule will run in *Life* and *Look*.

■ New Awakenings, a hair grooming line, consisting of a shampoo, rinse, conditioner, hair spray, and gloss, will bow in a two-page spread in the *Ladies' Home Journal* and *Vogue*. The supplemental schedule will consist of half pages in *Ladies' Home Journal* and *McCall's*.

Rexall's upcoming tv specials, on Feb. 14, March 13 and May 1, also will promote the new products after they have been introduced in magazine ads.

Over-all, Rexall will continue to put the major part of its budget in network tv.

Batten, Barton, Durstine & Osborn is the agency. #

PHONE FROM HOME—*Bell Telephone System breaks its "Shop by Phone" drive this spring in magazines with support by Bell companies in newspapers. The above b&w ad appears in McCall's in March and Ladies' Home Journal in June. Similar ads will appear in Good Housekeeping, Parents' Magazine and Redbook.*

Curtiss-Wright Names Compton

Aircraft Maker Cites New Product Successes; Drops Adams & Keyes

NEW YORK, Jan. 21—A long-standing agency-client relationship was broken this week with the appointment of Compton Advertising to handle advertising for Curtiss-Wright Corp., effective March 12.

The present agency is Adams & Keyes, a shop created last year by the merger of St. Georges & Keyes with the New York office of Burke Dowling Adams Inc.

The Adams wing has been associated with Curtiss-Wright, on and off, for 20 years. It actually grew out of Curtiss-Wright.

There was a familiar disagreement this week on the size of the account. Frank Hallett, coordinator of advertising at Cur-

(Continued on Page 103)

Ad Is 'Guest in Viewer's Home' . . .

4A's TV Guide Defines False, Offensive Ads

Interpretation of Copy Code Is Added to Moves on Interchange Program

NEW YORK, Jan. 21—The American Assn. of Advertising Agencies this week took the second major step in its current drive to improve tv advertising at the source—that is, at the agencies where the copy is created.

Step No. 2 came in the form of interpretations of all clauses of the Four A's copy code as they relate to tv. This development came while the association was moving ahead with concerted television monitoring to make its copy interchange program more effective in the tv area (AA, Nov. 30).

The opening paragraphs of the new guide, titled, "Interpretation of the Four A's Copy Code with Respect to Television," explain why the association considers it necessary to hand down specific interpretations of the 23-year-old code. In essence the Four A's said that tv is different from other media and requires more specific standards. This is how that point was developed:

■ "The impact of television advertising in the American home and the circumstances surrounding its reception are different from those of other advertising and impose additional disciplines on advertising agencies, advertisers and broadcasters.

"Television commercials are guests in the viewer's home; they are often seen or heard by mixed family groups, including children; and listening to them is not always voluntary, as is the reading of print advertising. For these and other reasons they magnify any faults of taste or manners or advertising misrepresentation.

"Therefore standards that were satisfactory guides to the production of advertising for other media, while still sound, are not specific enough for television. And a need has been felt for an interpretation that would deal especially with the problems of television and more clearly define the areas of possible offense."

The Four A's emphasized that its guides are intended to deal only with the content of commercials, and not with the larger problem of television programs.

■ The new interpretations are most specific on the subject of "false or misleading exaggerations," a practice frowned upon by the code:

• Noting that tv ads can be false and misleading in sound or pic-

(Continued on Page 104)

Royal Metal Names Anderson & Cairns

NEW YORK, Jan. 21—Royal Metal Mfg. Co. has shifted the remainder of its advertising account from William Hart Adler Inc., Chicago, to Anderson & Cairns, which has handled the company's Arnot line of modular desks and small partitions since June, 1959.

John Blanchard, ad manager, said that effective March 1, Anderson & Cairns will handle all trade and national consumer advertising for Royal's lines of office, hospital, beauty, institutional, restaurant and industrial equipment.

He added that the account switch, which he said was part of a general program of expansion, involves about $250,000 in billings. #

Last Minute News Flashes

Peace Named President, Houlahan Chairman of Esty

NEW YORK, Jan. 22—John Peace, 37, previously 1st vp, has been named president of William Esty Co. James J. Houlahan, 52, president since 1947, moves up to board chairman. The agency, which in December, 1956, announced a reorganization designed to get "young blood" into its top management, is estimated to have billed about $75,000,000 last year. In 1958 it did about $65,000,000. Esty lost Underwood Corp., which billed $1,000,000, and gained the $3,500,000 Nescafe account in 1959.

Coopers Picks Tatham-Laird for $750,000 Account

KENOSHA, WIS., Jan. 22—Coopers Inc., manufacturer of Jockey brand underwear, sportswear and hosiery, has named Tatham-Laird, Chicago, to handle its $750,000 account. Henri, Hurst & McDonald, which lost the account last month (AA, Dec. 14), will continue billings through June 30.

Farm Publication Ad Revenue Rises $2,700,000 in '59

CHICAGO, Jan. 22—Advertising revenue for farm publications in 1959 was $51,644,891, an increase of $2,738,229 over the 1958 total, according to Farm Publication Reports. Commercial advertising accounted for $49,106,945 of the '59 total.

(Additional News Flashes on Page 103)

'Greeks Bearing Glands'

Ban's Statuary Ads Still Being Resculptured

NEW YORK, Jan. 22—"Beware of Greeks bearing glands."

"Guess the statue of limitations has been invoked here."

These were among the quips Madison Ave. wags were repeating about the latest tv commercial to run into trouble.

Their badinage was directed at Ban's Greek statue-armpit commercial, the first to be declared offensive by the personal products subcommittee of the tv code review board of the National Assn. of Broadcasters. The group issued a special report last September giving do's and don'ts on tv ads for products in such sensitive categories as deodorants, laxatives, depilatories, toilet tissues, corn and callus removers, cold and headache remedies and foundation garments.

■ The Ban commercial is being revised for the second time in recent weeks. The storyboard of the

(Continued on Page 103)

Blast at Ads 'Inconsistent' with Ad Week Words, AAW Tells Brown

Western Admen Still Boil at Governor's Charges; Newspapers Join Fray

SAN FRANCISCO, Jan. 20—West Coast advertising and media men are still emitting steam this week over a speech made Jan. 12 by California's Gov. Edmund G. Brown, in which he attacked the "evils of advertising."

Gov. Brown had told the Sacramento Ministerial Society that Americans spend "more on advertising, tobacco and alcohol" than they do on education and that "we need help to free us from the hypnotic spell of the hucksters and the hard sell."

Richard B. Ryan, president of the Advertising Assn. of the West, which represents adclubs in the 13 western states, and Charles W. Collier, exec vp, asserted in a letter to Gov. Brown that "the advertising clubs and their more than 3,000 members in this state are not hidden persuaders nor hucksters, but generally are honest people who sell or use advertising in order to make our economy move."

■ Delegates to AAW's midwinter conference Jan. 22-24 in Long Beach will be asked to add their protests. Mr. Collier told ADVERTISING AGE, "We are sending to all 16 of our member adclubs throughout California a copy of the letter which we directed to Gov. Brown. We are asking the clubs to let the governor know how they feel about his remarks. And the subject of his speech will be on the agenda of our Long Beach meeting."

The governor's remarks also

(*Continued on Page* 104)

McDaniel Succeeds Culligan as Head of NBC Radio Net

NEW YORK, Jan 21—The new top executive at the NBC Radio Network is William K. McDaniel, who moves up from the post of vp in charge of sales. Effective March 1, he will replace Matthew J. Culligan, who resigned as exec vp in charge of NBC Radio to become head of the advance projects division at McCann-Erickson.

Mr. McDaniel's career with NBC dates back to 1938, when he joined the company as a page. He later worked for Scripps - Howard Radio Corp. and ABC before rejoining NBC in Hollywood in 1952 as western division manager of NBC Radio Spot Sales. He shifted to the network in August, 1956, and was named sales vp in October, 1958.

W. K. McDaniel

Reinforcing Mr. McDaniel at NBC Radio will be George A. Graham Jr., who has been named to the new post of vp and general manager of the network, and William F. Fairbanks, who was appointed director of sales. Mr. Graham formerly was vp for sales planning and Mr. Fairbanks national sales manager. #

New GM Trade Ads Spotlight Slogan, Consumer Ad Drive

DETROIT, Jan. 21—A special series of General Motors advertisements desighed for automobile trade publications, calling attention to its broad institutional magazine campaign on the complete GM line of passenger cars, has been started by GM, pointing up the slogan that came into use with the introduction of the 1960 models last October.

The slogan is, "There's nothing like a new car!" The trade magazine coverage in the special series includes *Automotive News, Motor, Western Automotive Journal, Southern Automotive Journal, NADA Journal* and *Motor Age*, scheduled on a monthly insert basis.

■ Message of the trade ads is directed to dealers, calling their attention to the full-color showcase ads being used by GM in most of the large general circulation magazines. This program is being handled by Campbell-Ewald Co., which also is agency for the large-scale general schedule. #

NOTHING LIKE IT—*This ad, set for February issues of six auto trade publications, promotes General Motors' consumer advertising to auto men. There's nothing like a new car, copy says, "unless it's the outstanding opportunity . . . to sell a lot of them."*

Only Admiral...first with the 23's, could do it! New Wide-Angle 23" TV at the price of ordinary 21! $199.95

ADMIRAL

BOOST—*Admiral has boosted its previously announced newspaper ads during the first quarter and in a separate $750,000 drive will promote its 23" tv set with 10 full pages in Life, Look and The Saturday Evening Post plus a series of large-space newspaper ads during a nine-week period. Henri, Hurst & McDonald, Chicago, handles this account.*

At MPA Midwest Meeting . . .

Four Advertisers Cite Selectivity, Flexibility as Magazines' Advantages

CHICAGO, Jan. 21—Stories from four advertisers on how magazine advertising helped them sell appliances, air travel, organs and auto insurance were presented today at the second annual Midwest conference of the Magazine Publishers Assn.

A fifth advertiser, P. G. Peterson, exec vp of Bell & Howell Co., Chicago, sounded a note of caution for magazines playing the "numbers game" to increase circulation in competing against television. He advised instead that the publishers "find out what they can do that tv can't do, or can't do as well."

■ Robert E. Johnson, senior vp-sales and public relations, United Airlines, noted that United hopes that by 1965, its volume will be about double the 1957 volume.

He said the company has to be selective in its selling, to reach certain groups from which they hope to attain the increased volume. He outlined the goals:

• Increased use by present airline customers (about 15,000,000 people flew last year).

• "We expect to take the remainder of the long-haul railroad passengers."

• Get a substantial amount of inter-city auto travelers.

• Generate new travelers among people who are not now travel minded.

"With your access to the special markets we want to reach," Mr. Johnson told the MPA group, "you certainly will see United using more and better magazine advertising."

He said United began using magazines in 1931 and now runs ads in 30 general magazines and 100 specialized publications.

"We continue to use other media," he said, "but magazines enable us to talk more fully about our story, and for a longer period of time."

■ The same advantage of advertising in magazines—being able to present a fuller story—was also mentioned by Lee J. DiAngelo, manager of advertising and merchandising of Hotpoint Co.

Hotpoint and its predecessor companies have concentrated on magazine advertising for the past 55 years, Mr. DiAngelo said, adding that he felt this policy "has given us phenomenal success over the years."

Among the other advantages of magazines as an ad medium, he mentioned selectivity, good color reproduction, budget flexibility, building a quality image and helping to present their story to dealers and distributors as well.

(*Continued on Page* 8)

Institutional Ads for Free Economy 'Serve Whole Country,' Sec. Mueller Tells NBP

WASHINGTON, Jan. 21—Commerce Secretary Frederick Mueller tonight told National Business Publications' annual State of the Nation dinner that business men "serve the entire country" when they use institutional advertising "to openly champion a free economy."

"Business men have both the right and the duty of enlightening the public about our business system," the secretary declared.

"Institutional advertising stems from the constitutional right of free press and free speech. Regular advertising aims directly at selling goods. Institutional advertising is a method of 'selling' the institution that makes successful sale of goods possible."

■ The secretary was one of an array of government and business leaders who were called on for brief reports on problems important to their agencies or companies.

■ Federal Trade Commission Chairman Earl Kintner was asked if America's efforts to win friends throughout the world will suffer "if the integrity of its business community is impeached by ammoral conduct." He told the audience of 1,700 that shady dealing of a few can cause far more damage than the facts warrant.

"With a squeaky fact in one end of their propaganda trumpet," he declared, "our detractors can produce a triumphant blast out of the other."

"We cannot afford to shrug off our weaknesses, minor though they be in fact and in proportion to our virtues," he observed. #

Lincoln-Mercury Readying Dealers for Comet Entry

DETROIT, Jan. 21—Dealers to handle the coming new line of Comet cars for the Lincoln-Mercury division of Ford Motor Co. are being lined up now and complete dealer representation should be franchised by the time the car comes on the market in early spring, the division said.

A press release on the Comet, which probably will give the announcement date, is being assembled for use Feb. 2. Comet will be the first medium-price compact car to be merchandised by any of the Big Three, although General Motors is known to have one coming through its Buick-Pontiac-Oldsmobile operation, probably not to be available until the 1961 models appear. A Chrysler entry in the medium-compact field, possibly through Dodge, also is indefinite as to timing, its early summer coming having been denied.

■ Not all Mercury dealers will be offered the Comet franchise. This probably will take out of the picture those also handling Fords and Falcons. On introducing the Falcons, Ford gave them to all Ford dealers. More than 1,000 of Mercury's 2,650 dealers also handle Fords. The division says it is as yet unable to state how many dealers will merchandise the new Comets.

The advertising program on the Comet will be handled by Kenyon & Eckhardt Inc. and is expected to start with first public showings. #

Highlights of This Week's Issue

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Sheep Producers Names Grey for Its Wool Account

Move Follows Exodus of Group from Wool Bureau; Grey Topped Field of 80

DENVER, Jan. 19—The American Sheep Producers Council this week named Grey Advertising, New York, to handle advertising for its new wool promotional division.

Grey won out over 80 agencies, including four other finalists which made presentations here last week.

The total advertising and promotion budget for wool for the fiscal year beginning July 1 is tentatively set by ASPC at $1,371,000.

The council last month pulled out of the Wool Bureau, another wool promotion group, after deciding that it wanted to promote only American-made wool products (AA, Dec. 7, '59). The Wool Bureau has been jointly sponsored by the ASPC and the International Wool Secretarist, with its campaigns handled by J. Walter Thompson Co., New York.

■ Walter Pfluger, Eden, Tex., chairman of the council's wool committee, said his organization will "work closely" with the Wool Bureau, as well as other groups, such as Woolens & Worsteds of America and Woolknit Associates. #

TWO IN ONE—*Brown-Forman Distillers Corp., Louisville, will launch a new campaign Feb. 1 for Old Forester bottled-in-bond bourbon and Old Forester bourbon, featuring them together in color pages through April in Fortune, Gourmet, Holiday, Life, Time, Town & Country and U.S. News & World Report. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency.*

Extry! McCann Move Triggers Massive Reorganization at Blahsmith & Whapsaddle

NEW YORK, Jan. 19—The reorganization of the $265,000,000 McCann-Erickson agency (AA, Jan. 18), has tickled the funnybones of Madison Ave. wags. One of them yesterday circulated the following memo at his shop (here disguised):

"In line with the McCann-Erickson reorganization announcement, I have a few suggestions for Blahsmith & Whapsaddle:

"1. B&W (The World) will handle only our profitable accounts. B&W (Good Time Charlie division) will handle all eleemosynary accounts.

"2. To counter the McCann concept of a 'pure advertising agency,' we will refer to ourselves as a homogenized agency.

"3. Like McCann, the tv department will be a separate unit, which is simply a reorganization of the facts as they are.

"4. Effective immediately, we will establish B&W (Teensy-Weensie) to service smaller accounts which feel they are neglected. This division will be serviced by people 5' and under.

"5. It is essential that there be no leaks on our plan to establish our Outer-Space division until our rocket is in orbit and the transmitter starts sending back to earth our message saying, 'Whatever happened to the pad and pencil?'" #

Ward Is Chairman, Kent Made President of Ward-Griffith

NEW YORK, Jan. 20—Ward-Griffith Co., which earlier this month picked up several top executives and some 11 newspapers from Gilman, Nicoll & Ruthman (AA, Dec. 21 *et seq.*), has realigned its executive setup.

Effective immediately, Harry C. Griffith will step down as chairman but will continue with the company as treasurer and director. Succeeding Mr. Griffith as chairman is Lee A. Ward, who also was named chief executive officer.

Succeeding Mr. Ward as president is Jack F. Kent, formerly exec vp and sales manager.

William W. Sauerberg, former vp and Chicago office manager of Ward-Griffith, was named senior vp in charge of midwest operations, while Charles E. Tully, a former vp of Gilman, Nicoll, becomes a vp in New York. #

WORKABLE COLORS—*Kimberly-Clark Corp., Neenah, Wis., will run this full-color three-page gatefold in the April Better Homes & Gardens to introduce its new line of "workable colors" for its Marvalon coverings. Foote, Cone & Belding, Chicago, is the agency.*

Cone, Weir Criticize FTC Action; Murphy Defends and Explains It

NAEA Is Told Dailies Must Screen Ad Claims as They Do Editorial

CHICAGO, Jan. 20—Newspapers this week were advised to crack down on false and misleading advertising and ad claims by exercising strict censorship over all advertising. This advice was given to members of the Newspaper Advertising Executives Assn. at its 84th meeting here by Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, and Charles H. Kellstadt, president of Sears, Roebuck & Co.

Mr. Cone, who last month urged the entire ad field to clean its house (AA, Dec. 28), proposed that a new division could be established by the Bureau of Advertising, ANPA, which would rule on counterclaims of various advertisers. This would be done in cases where affidavits failed to settle an issue, he said.

The FC&B executive blasted advertisers who make identical claims in their ads, and he charged that such claims tend to confuse the general public and "make advertising look unprincipled."

■ Mr. Cone hit back at the FTC complaint issued last week against Pepsodent. The complaint, he said, charged that "the demonstration used in our commercials fails to prove that the product will be effective in all cases and under all circumstances. And that was all it said.

"That it had never been anyone's intention to make a universal claim is beside the point," he said.

Newspapers and magazines must take the same responsibility for the integrity of their ad columns that they do for their editorial columns, Mr. Cone said. In

(*Continued on Page* 82)

Weir Charges FTC 'Abuses Privileges' in Citing Four TV Ads

NEW YORK, Jan. 20—The Federal Trade Commission, which has been busy handing out complaints to advertisers, was on the receiving end of a few today.

Walter Weir, chairman of the executive committee of Donahue & Coe, departed from his text of a speech given before the Art Directors Club of New York to challenge the FTC's position on four tv commercials last week (AA, Jan. 11).

In reviewing the FTC action, Mr. Weir observed that the FTC "has not been attempting to correct abuses so much as it has been incorrectly abusing its privileges."

The FTC charged four tv commercials with misrepresentation and "diverting trade unfairly," Mr. Weir recalled. "But," he said, "I hope the FTC will ask itself if making accusations on the front pages of the nation's newspapers before consulting privately with the parties concerned is not possibly the most unfair diversion of trade that could be visited on an American business."

■ Referring to one FTC-cited commercial—showing Colgate's Rapid Shave cream shaving sandpaper—Mr. Weir pointed out that Colgate reported that, because of the shortcomings of film on tv, sand scattered on Plexiglass had been used to project more clearly the sandpaper tests done in the laboratory.

"What is involved," Mr. Weir said, "is the use of both art and artifice to represent and convey reality. At what point can one be accused of misrepresentation in the use of symbols?

"If an artist had drawn an illustration of a razor removing sand

(*Continued on Page* 83)

FTC Official Says Misrepresentation, Not TV Techniques, Involved

WASHINGTON, Jan. 20—Federal Trade Commission personnel denied this week that recent complaints against tv commercials involve quibbling over legitimate props.

"In every instance," said Daniel J. Murphy, deputy director of the commission's bureau of litigation, "we have accused advertisers of material misrepresentations. We have not issued any complaint where the advertiser has simply used substitute materials to achieve a true representation of the qualities of his product."

The issue arose when advertising executives pointed out that Chairman Earl Kintner has assured them that dramatic license will be tolerated in commercials as long as it does not result in a misrepresentation."

They contended that some recent FTC complaints dealt solely with tv production techniques

(*Continued on Page* 34)

Cunningham Asks Hoover-Like Study to Set Advertiser-Media Roles in TV

Agency Exec Tells How Magazine Plan Might Operate for Sponsors

CLEVELAND, Jan. 22—John P. Cunningham, one of the first voices from within the wilderness of tv to cry forth for better things, has again set forth three specific steps to be taken to improve television.

The chairman of Cunningham & Walsh made the proposals in a speech before the Cleveland Advertising Club today. He had submitted the recommendations previously in separate speeches. This time he offered them in combination, as an over-all course of action for the future.

Asserting that most of television's editorial content has been turned over to American business, Mr. Cunningham ticked off three recommendations for action:

• 1. "The networks and station operators must assume full editorial responsibility for the medium."

• 2. "The television industry should immediately embark on a long-term study (perhaps a year or two) of whether the current method of sponsorship is in the public interest."

• 3. "A cross-country educational channel must be cleared as nationwide and non-commercial."

■ Mr. Cunningham saw the networks as already beginning to assume editorial responsibility. But, he said, too much change should not be expected too fast. He asked that critical judgment on this particular point be withheld until next October.

"Up until now, tv programming has been in the hands of commercial men—honorable men, but certainly not great, imaginative editorial leaders," he said. "Such may be coming soon—the Horace

(*Continued on Page* 32)

ARTHUR A. BAILEY *has joined Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, in the new post of vp in charge of marketing services. Mr. Bailey was formerly a senior vp and director in charge of western offices of Foote, Cone & Belding.*

Jones & Laughlin Account Shifts to Palmer, Codella

Account Was Resigned by Ketchum, MacLeod in Alcoa 'Interest Conflict'

PITTSBURGH, Jan. 20—Jones & Laughlin Steel Corp. has announced the appointment of Palmer, Codella & Associates, New York, as its agency for corporate and product advertising, effective April 1.

The company also has announced that this agency will handle pr assignments.

Palmer, Codella has had the J&L stainless and strip division account for the past year and will retain this account. It will open a Pittsburgh office.

Bozell & Jacobs' Indianapolis office retains the J&L warehouse division account, and Bryan & Bryan, Shreveport, La., retains the J&L supply division.

■ Ketchum, MacLeod & Grove, Pittsburgh, now has J&L corporate and product advertising. This agency, however, announced late in 1959 that it would resign the J&L account because of a "conflict of interest."

It's been assumed in advertising circles that Ketchum preferred to hold its share of the Aluminum Co. of America account, including Alcoa foil, and that the "conflict of interest" was in the fact that aluminum competes in some markets with stainless steel and strip steel, which are J&L products.

The J&L account is estimated to bill about $1,000,000 in a good year. This is the nation's fourth largest steel company.

KM&G currently handles an estimated one-third of Alcoa's advertising expenditures. #

Henri, Hurst Adds Account

International Research & Development Corp., Columbus, O., subsidiary of H. H. Robertson Co., Pittsburgh, has appointed Henri, Hurst & McDonald, Chicago, to handle its advertising.

Toland Joins Seagram as Calvert Ad Head; Search for New Agency Reduces Field to 8

NEW YORK, Jan. 20—John M. Toland, formerly account executive for Lord Calvert whisky at Cohen, Dowd & Aleshire, has been appointed director of advertising and sales promotion of Calvert Distillers Co., a unit of the House of Seagram.

John Toland

He will supervise advertising and sales promotion activities on Lord Calvert, Calvert Reserve and Carstairs whiskies; Calvert London dry gin, and Canadian Ten whisky. Mr. Toland succeeds E. E. Norris, who resigned in December as vp and director of advertising, and who since has joined Batten, Barton, Durstine & Osborn as a vp and account group head (AA, Jan. 11).

In addition to Mr. Toland, Roy I. Flint, formerly sales vp in the midwestern division of Schenley Industries, has joined Calvert Distillers Co. as general sales manager.

■ Calvert has not yet named a new agency. A company executive said that presentations have not been completed. Eight agencies, he said, are under consideration, but he declined to name them. He indicated that it probably would be mid-February before any decision is made.

As previously reported, all Calvert name brands will be consolidated in one agency (AA, Jan. 4). This terminated the services of Cohen, Dowd & Aleshire as the agency for Lord Calvert, Carstairs, Gallagher & Burton and Myers' rum. It also leaves in doubt Grey Advertising Agency's handling of Calvert Reserve and Calvert gin. However, Grey is one of the agencies making presentations for the $2,000,000 Calvert account.

Carstairs and Myers' rum have been moved to Doherty, Clifford, Steers & Shenfield (AA, Jan. 4). That agency also handles Seagram's White Horse scotch, Hunter, Paul Jones and Wilson whiskies; Wolfschmidt vodka; Canadian Ten and Martell cognac. No determination has been made as to where the Gallagher & Burton brand will be shifted from Cohen, Dowd & Aleshire. #

Daub to IARI Liaison Post

William B. Daub, ad manager for industrial products, Sun Oil Co., Philadelphia, has been named by the Eastern Industrial Advertisers, Philadelphia chapter of the Assn. of Industrial Advertisers, as chapter liaison representative with the Industrial Advertising Research Institute.

Hazel Bishop Account Goes to Donahue & Coe

Under New Management, Bishop to Put Bulk of $2,000,000 into Net TV

Daniel Van Dyk

NEW YORK, Jan. 21—Hazel Bishop Inc. has appointed Donahue & Coe to handle its advertising, succeeding Raymond Spector Co., which is being dissolved.

The account reportedly will bill at least $2,000,000 in the next year, and more thereafter. The backbone of the billings will go into nighttime network tv, and the company expects to be on the air in about 30 days, according to Raymond Spector, chairman of the board. It has been out of network tv for about eight months.

The Spector agency, which had been Bishop's house agency since about 1950, is going out of existence, and some of the seven or so people now there may join the company's new agency or its client, Mr. Spector said.

As for himself, Mr. Spector said he will leave within eight weeks for a four-month pleasure trip around the world, during which time he intends to do "a few chores for Hazel Bishop, too."

■ Control of the floundering cosmetics company last month passed from Mr. Spector into the hands of a group headed by industrialist-financier Daniel Van Dyk, who became president and chief executive officer (AA, Dec. 7).

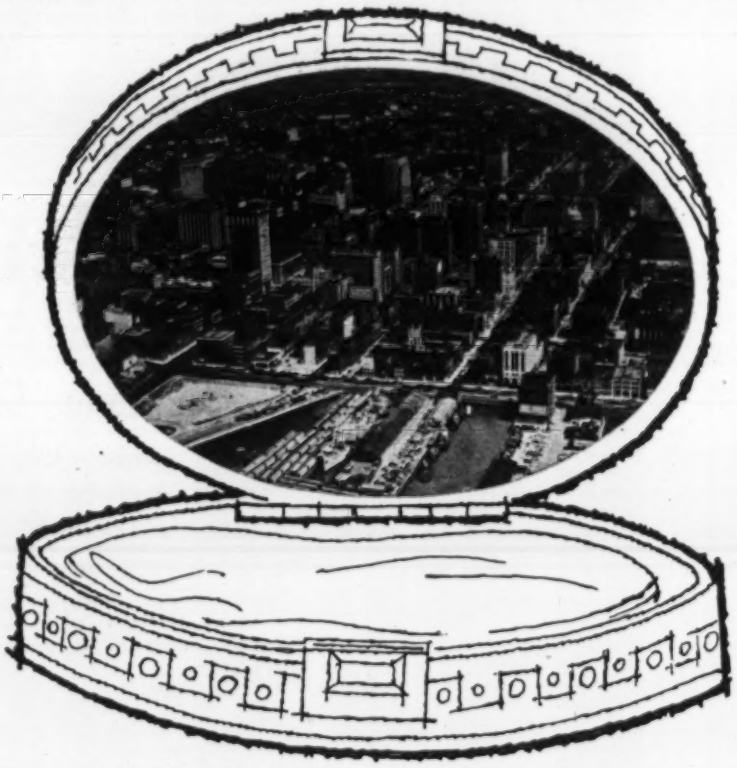
Hazel Bishop has operated in the red for four consecutive years and has had a deficit of more than $2,000,000. Mr. Spector said this week that the latest annual report, out in about 30 days, will show a profit of around $100,000.

William Schneider, exec vp in charge of client service at Donahue & Coe, will be the account supervisor, and Al Behrens, one-time Coty ad manager, is account executive.

The agency was chosen from among about six finalists because of its strong background in package goods—about 40% of the agency's billings—as well as its theatrical background, where about 30% of the billings lie. Mr. Spector said "theatrical techniques" would be applied to Hazel Bishop tv commercials. #

Scully Signal to Curcio

Scully Signal Co., Melrose, Mass., has appointed Andrew Curcio Advertising, Cambridge, to handle its advertising and sales promotion. Shivell-Hall, New York, formerly was Scully's agency. A national and regional campaign, using trade magazines, regional publications, and direct mail, has been scheduled.



compactness—
on the nose!

More than 85% of Baltimore families (1.5 million people) live within a 15-mile radius from the heart of downtown—roughly the ABC city zone—making Baltimore a *uniquely compact* market.

An estimated 92% of the total Baltimore market retail sales are made in this same compact area, making it a *highly productive* market (America's 12th largest, in fact).

Baltimore's centralized growth in the past 20 years has added half a million people (about equal in size to such complete cities as Miami or Rochester)—making it an *ever-growing* as well as a compact, rich market.

Contact with this compact market now, as always, can best be established by your use of the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% home delivered) is in Baltimore's compact city zone. With the Sunpapers, you reach the overwhelming majority of Baltimoreans where they live, where they work, and where they buy.

The Baltimore Sunpapers

ABC 9/30/59: Combined Morning and Evening 414,465 — Sunday 316,007

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

15th Market in Total Retail Sales

Greensboro, fertile with diversified industry, is the market with a knack for making sales grow. In the top 25 markets of the NEW South, Greensboro ranks 15th in total retail sales—closely following Richmond, Norfolk-Portsmouth; and exceeding Charlotte, Mobile and other prominent markets. Exclusively cultivating this lush market for you is the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily; over 400,000 readers daily.

Write on company letterhead for "*1959 Major U. S. Markets Analysis*" Brochure of all 292 Metropolitan Markets.

Greensboro—1st Market in the Carolinas—
79th in the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

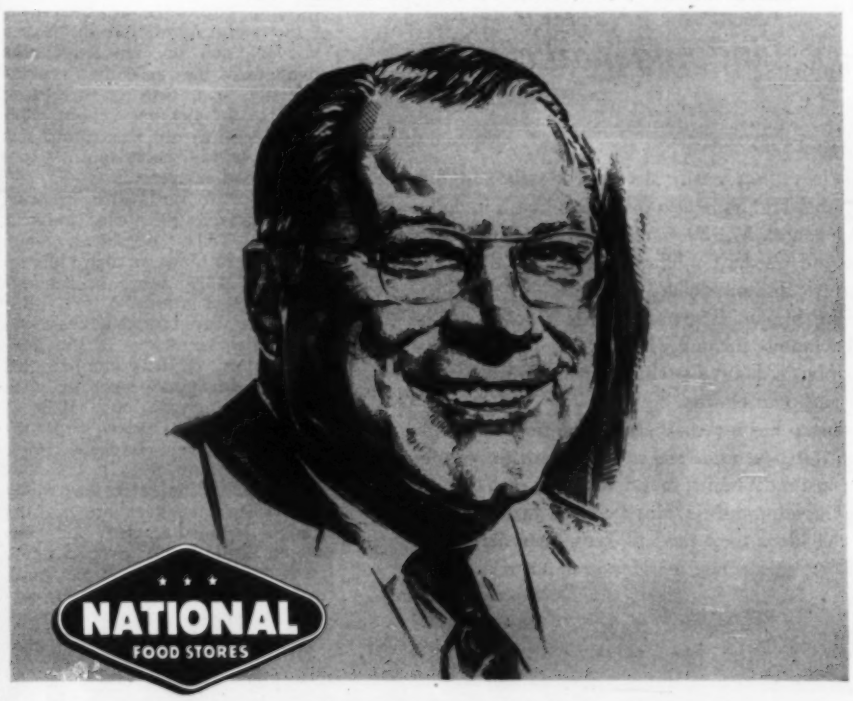
Represented Nationally by Jann & Kelley, Inc.

How much of your sales volume depends on top food retailers like these?

Read what they say about the power of THE BIG ONE

"Across the years, we at Lucky Stores have observed that we enjoy rapid turnover of goods when the suppliers are regularly advertising in the pages of THIS WEEK Magazine. Time after time, we have had the opportunity to see advertising campaigns scheduled in THIS WEEK move tremendous quantities of merchandise through our stores."

GERALD A. AWES, *President*, Lucky Stores, Inc.,
San Leandro, Calif. 110 stores. $180,000,000 annual volume.



"We have found that products advertised in THIS WEEK have excellent consumer acceptance and our customers look first for THIS WEEK advertised products on our shelves. We know the impact of advertising in your publication. It is reflected in the movement of merchandise in our stores."

H. V. McNAMARA, *President*, National Tea Co.,
Chicago, Ill. 932 stores. $795,000,000 annual volume.

"The advertising power of THIS WEEK is a moving force in the sale of nationally-advertised products on grocers' shelves. THIS WEEK, in effect, paves the way for quick turnover of national-brand merchandise in our supermarkets."

ARTHUR ROSENBERG, *Vice-President*, Food Fair Stores, Inc.,
Philadelphia, Pa. 384 stores. $725,000,000 annual volume.

To move goods fastest...
Buy The Big One!

This Week
MAGAZINE

CIRCULATION MORE THAN *13,000,000*

Repacked Tussy Line to Bow in 'Life' April 14

Advertiser Seeks 'Youthful, Wholesome Imagery' in Bottle, Jars

NEW YORK, Jan. 21—The Tussy cosmetics line has been repackaged, and the first of the new line will be introduced in *Life* April 14 and May 5 and in the April *Ladies' Home Journal*.

Introductory advertising will be supported by cooperative newspaper ads in all dealer markets and by television spots in about six selected markets. A moisture cream and moisture lotion will be advertised initially, with the copy theme: "The art of dewing naturally." Eye cream will be the second promotion.

NATURE—*Here part of the Tussy line appears against the nature background which will be used in ads.*

The new design will be incorporated gradually into all Tussy products, a program which will not be completed until some time next year, according to Paul Carey, general manager of the Tussy division and vp, Lehn & Fink Products Corp. The first of the new packaging is going into six products including the moisture cream and lotion, eye cream and facial beauty diet, each in two sizes.

National advertising themes and artwork will be repeated on the product cartons to tie in at point of sale.

■ The Tussy line will be simplified and certain items dropped as the packaging program progresses, Mr. Carey added. The Tussy bottle has been changed three times during the company's history, but the black, opal glass jar has been essentially the same for more than 25 years, although there have been minor changes.

The distinctive black jar had a certain air of super-sophistication about it, but it was a costly proposition, lacked femininity and did not have the "youthful, wholesome imagery" that Tussy is now seeking.

The crown device which used to grace Tussy jars has been eliminated, because crowns are now used

SILHOUETTE—*Here's how the new Tussy package stands out on shelf.*

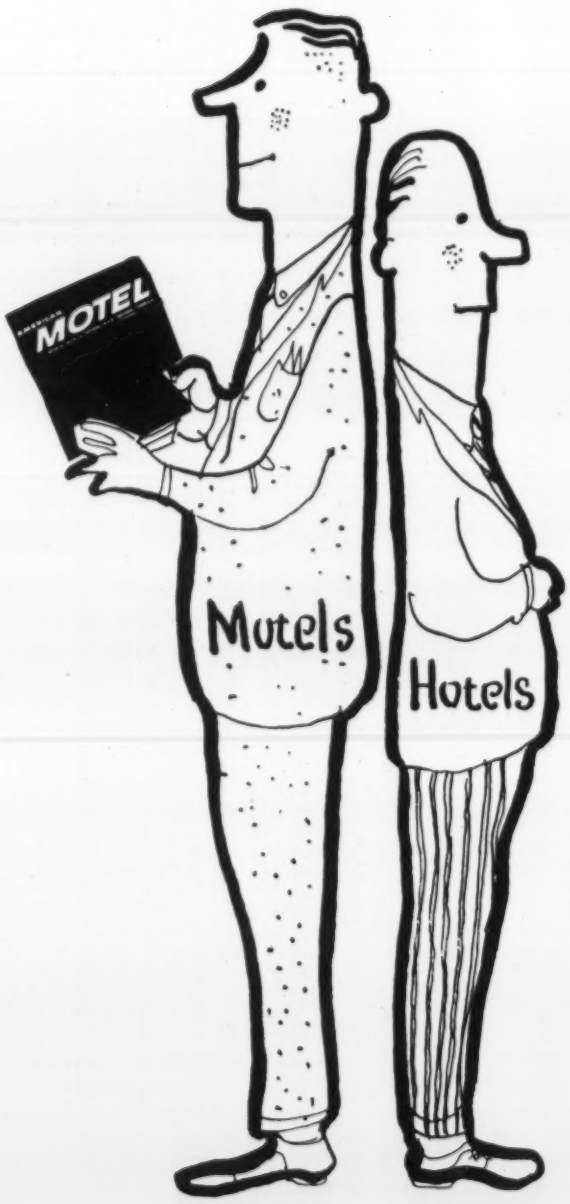
by such a variety of product categories "as to lose all meaning and distinction for Tussy."

■ Francis Blod Design Associates was retained to work on the repackaging program, which was a project going back to November, 1957. A little more than a year ago Tussy was about ready to give the go ahead but called a last-minute halt in favor of further consumer reaction interviewing.

Assisting Mr. Blod was Richard Tupper, of the Blod office; at Tussy, Seymour Kent, art director, was in charge.

Young & Rubicam handles Tussy advertising. #

Now Junior is Taller than Pop!



The motel industry is the biggest lodging market today

The motel industry has really shot up. Motels now outnumber hotels 2 to 1 and have also overtaken hotels in dollar volume for room rental. 57,930 motels with 1,241,078 rental units, serve one and one-half million guests every night and gross more than two billion dollars a year.

And it's getting bigger. The industry is growing at the rate of 2,000 new motels annually, including an ever-increasing percentage of large, luxury establishments, downtown big city motels and national chains.

The motel industry has a remarkable thirst for knowledge. There is no such thing as a cut and dried pattern for motels. New ways are constantly being found to make motels more attractive to the traveling public. Motel owners turn to American Motel for the ideas they need to keep their occupancy increasing . . . success stories, new features for motels and technical help.

Also the industry has a tremendous appetite for goods and services. $8,000 to $12,000 is invested in every new unit. With American Motel you reach the cream of this buying power. American Motel's circulation is concentrated in the 30% of the nation's motels which do 65% of the buying.

To get the complete picture, send for American Motel's Subscriber Buying Power Audit.

In March: **American Motel's Remodeling Issue.** *How upgrading has upped occupancy for Motels across the country — March issue closes February 5.*

AMERICAN MOTEL

MOTOR HOTELS · MOTOR INNS · MOTOR LODGES

Patterson Publishing Co. • 5 South Wabash Ave. • Chicago 3, Ill.

Industrial Ad Budgets 10% Above '59 Level, AIA Finds

NEW YORK, Jan. 19—Industrial advertising budgets are running 10% higher than last year, a survey just concluded by the Assn. of Industrial Advertisers indicates.

Seven out of ten advertiser members of the association reportedly are operating on increased budgets. Of the remainder, 26% are operating on the same size budgets as last year; only 5% are on reduced budgets.

"This is in noticeable contrast to our survey a year ago," John C. Freeman, AIA president, said. "Then three times as many advertisers, or 16%, were in the reduced budget group."

Returns were tabulated from 464 advertising managers in the current survey. Of this number, 320 reported increased budgets, with a median increase over 1959 of 17%. Eight ad managers said they had been given budgets 100% larger.

The survey indicated that many advertising managers are making changes in media used. Four out of ten stated the proportionate funds for publications, direct mail, trade shows, sales promotion, catalogs, publicity, and other forms of communication, were undergoing change.

■ "This shifting around of budgets is most significant," Mr. Freeman said. "It shows that many advertising managers are restless, probing, mistrustful of status quo in their marketing procedures. Undoubtedly, the causes are new products, new competition, new market conditions."

The highest specific mention of any one medium getting a bigger share of budget was business publications. Among advertisers working with higher budgets, business papers were named 79 out of 130 times, for 60% of all specific mentions. Direct mail was next, with 29%.

However, in the budget group which stated funds would hold steady in 1960, publications fared less favorably. They topped the list of media slated to receive a scaled-down share of budget. #

Selden, Ricchiuto Named VPs

Hicks & Greist, New York, has elected Ralph L. Selden, an account exec, and D. Edward Ricchiuto, an account manager, as new vps.

The tide has started. The ground swell is unmistakable. Gangway, mates, for a mammoth first-half at The Saturday Evening Post! Business on the books shows revenue up more than $4,500,000 over last year—a 17% gain – with a whopping 53 more pages! In January alone, the current swept aboard 47 new advertisers! And circulation is surging to an all-time high. (It's already well above the July 16, 1960 rate base of 6,250,000.) We've got a lot to spout about, and there's a mighty reason for it. *The Post is packed with vitality!* It's a whale of a book to read . . . which makes it a whale of an advertising buy!

We're off to a whale of a year

A CURTIS MAGAZINE

The Saturday Evening POST

THE INFLUENTIALS' MAGAZINE

Advertisers Get Some Plugs from Sylvania Winners

NEW YORK, Jan. 22—Some of the long line of actors, writers, directors, producers and network executives who received awards at the ninth annual Sylvania television presentation remembered to throw a bouquet or two to the sponsors of their honored shows.

David Susskind, accepting one of the four trophies given his production, "Moon & Sixpence," however, said it took 10 months to interest a sponsor in the tv adaptation of the Somerset Maugham classic. He added: "I would hope that in the future sponsors and advertising agencies would credit the American people with a little more appetite" for better programming.

Winner of the outstanding light musical program award, Harry Belafonte thanked Revlon "for affording us." Robert Saudek, accepting an award to "Christmas Startime" as the best serious musical show, said that credits were given to Bach and many others, "but what you don't know is who sponsored it, because there were no commercials—it was Ford Motor Co."

A dual presentation was made to NBC and CBS for their coverage of the Khrushchev and Eisenhower tours. CBS' John Daly said, "I think it was cowardly of the judges not to decide between us; maybe they ought to decide between the sponsors—ours was Firestone."

■ The network winners are:

Telecast of the year—"Moon and Sixpence" (NBC, RCA and Renault).

Best dramatic program—"Moon and Sixpence."

Best serious musical program—"Christmas Startime" (NBC, Ford).

Best light musical program—"Tonight with Belafonte" (CBS, Revlon).

Best variety program—Frank Sinatra Show," Oct. 19 (ABC, Timex).

Best comedy program—"Very Important People" with Art Carney (NBC, General Motors and Delco).

Best new series—"Ford Startime" (NBC, Ford).

Best documentary program—"Biography of a Missile" on "CBS Reports" (CBS, B.F. Goodrich and Bell & Howell).

Best Public service program—"The population explosion" on "CBS Reports."

Best spot news coverage—CBS and NBC for coverage of the Khrushchev and Eisenhower tours (Firestone for CBS and Life cigarets for NBC).

Best educational program—"The Lost Class of '59" (CBS, sustaining).

Best religious series—"Look Up and Live" (CBS, sustaining).

Best daytime series—"Woman!" (CBS, Dow Chemical).

Best original teleplay—"Project Immortality" by Loring Mandel on "Playhouse 90" (CBS, Several sponsors).

Best TV adaptation—"Moon and Sixpence."

Best original comedy writing—"Very Important People" with Art Carney, by Larry Gelbart and Sheldon Keller.

Best actor—Sir Lawrence Olivier in "Moon and Sixpence."

Best actress—Ingrid Bergman in "Turn of the Screw" on "Ford Startime."

Best supporting actor—Nehemiah Persoff in "For Whom the Bell Tolls" on "Playhouse 90."

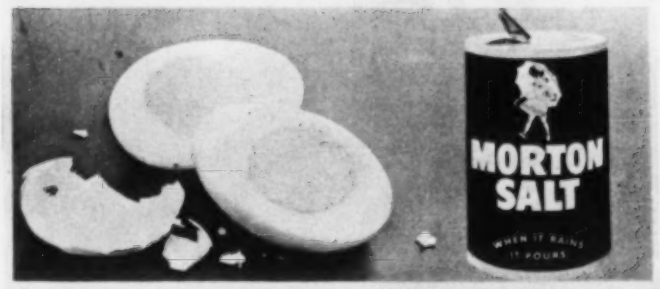
Best supporting actress—Colleen Dewhurst in "I. Don Quixote" on "Du Pont Show of the Month" (CBS, Du Pont).

Special award—"Small World" (CBS, Olin Mathieson Chemical).

Merit citations—Art Carney for versatile performances in a wide range of dramatic and comedy programs; "Meet Mr. Lincoln" for outstanding use of photographs (NBC, Lincoln National Life Insurance Co. of Ft. Wayne, Ind.); and "You can't Raise Children by the Book" and "Marriage That Failed" on "Woman!"

Local awards went to WCBS-TV and WRCA-TV, New York; WNTA-TV, Newark, N. J.; and KFMB-TV, San Diego, KPIX-TV, San Francisco, KNXT-TV and KTLA-TV, Los Angeles.

Special awards went to: Westinghouse Broadcasting Co. for "American Civil War" series; "Astronomy for You," National Educational TV & Radio Center, New York, for best non-commercial educational network series, and "What's in the Dark" on "The Friendly Giant," WHA-TV, University of Wisconsin, Madison, for best non-commercial educational program. #



WINNERS—*Morton Salt Co. (Needham, Louis & Brorby) won first place, Ford (J. Walter Thompson Co.) took second and Citizens Committee to Keep New York City Clean (JWT) won third place in the 28th outdoor ad art competition sponsored by the Art Directors Club of Chicago. Presentation of medals and citations will be made at the club's award luncheon March 24 at the Sherman Hotel in Chicago.*

Four Advertisers Cite Magazines as Selective, Flexible

(Continued from Page 2)

as consumers.

He revealed that Hotpoint merchandises its magazine ads extensively. Reprints are run in trade publications and used as window banners and mailing pieces. The ads also form the basis of dealer tie-ins.

Charles B. Foote, director of advertising of State Farm Mutual Automobile Insurance Co., Bloomington, Ill., told the publishers that his company spends about half of its national ad budget in consumer and farm magazines.

He said the print campaign has been favorably received by ad critics, State Farm agents and consumers.

■ The problem of "building a need where a need does not exist" was detailed by Harold C. Lembke, general sales manager of Hammond Organ Co.

He said the company uses magazine ads for the sake of continuity.

The company's sales last year, he said, totaled about $30,000,000. Hammond developed the electric organ in 1935, and "magazines were selected from the very beginning" for the bulk of the national promotion, Mr. Lembke said.

He also noted that Hammond relies heavily on coupons, which appear in all ads, to get sales leads.

Mr. Lembke said also that his company is troubled about the increasing cost of magazine advertising. "As we look ahead, we are becoming increasingly concerned with the fact that total pages don't increase, although our budget has been going up substantially."

■ In discussing magazines vs. television, Mr. Peterson noted that while no statistics that magazines come up with are likely to equal the mass impact of tv, "many magazines are too often meeting the threat of this new and very different medium with the theme song, 'Anything You Can Do, I Can Do Better,' accompanied by 'massier' and 'massier' audiences and audience studies."

Magazines, Mr. Peterson said, "being so inherently different from tv, must also work differently," and suggested the need for research to find out what magazines can do that tv can't do.

"The advertiser is ultimately concerned with the actual effects of various kinds of advertising on his brand," he said.

"Compared to added research expenditures designed to show magazines 'competing' with tv on the false, over-matched and over-watched basis of 'numbers,' I think this kind of research would answer a more basic question."

■ Another task for magazines, Mr. Peterson told the MPA, "is to define more accurately the medium's proper niche in the market segment that is most responsive to its editorial personality.

"If it could be established that readers of a given magazine represent a market not reached by tv—even devotees of tv—advertisers might be inclined to consider it an excellent supplemental medium.

"I believe that more magazines should spend more time in defining the distinct personality of their audience," he said. "An integrated audience with an integrated magazine can give, as it were, 'credentials' to the advertising it carries." #

Illinois, Wisconsin to Become 'Look's' Magazone No. 8

NEW YORK, Jan. 20—*Look* has added an eighth zone to its Magazone plan.

Effective with its April 26 issue, Illinois and Wisconsin—formerly part of the magazine's central states zone—will be available as a separate unit, Magazone No. 8, with a rate base of 491,000.

Look's Zone No. 5, West Central, will include Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas, Montana, Wyoming and Colorado. It will have a rate base of 758,000.

■ The magazine said that all other zones will remain as previously defined, as will its formula for calculating rates: $2,532 for the first 400,000 circulation and $4.61 for each additional 1,000 circulation. #

Stress on Dart as 'Full-Scale' Dodge Advertising Resumes

NEW YORK, Jan. 19—Dodge division of Chrysler Corp. is resuming "full-scale advertising and sales campaigns commensurate with our increased post-steel strike production and increased sales in the first three months since 1960 model introductions."

William J. Bird, Dodge assistant general manager, said that Dodge's theme in all media will stress low purchase cost and operating economy more strongly than during the introductory campaign.

"The public reception to our new, popular-price Dodge Dart line has been enthusiastic," he commented. "But the name Dodge has been so traditionally associated with larger, medium-price automobiles, that we feel we need added emphasis on the smaller economy Dart at this time." #

Adman in the News . . *Russell W. Young*

CHICAGO, Jan. 19—Russell W. Young, the new president of Newspaper Advertising Executives Assn., was trained to be a pharmacist, but the only thing he has dispensed in the past 35 years has been good advertising advice to sales-hungry business men.

Mr. Young fully intended to pursue pharmacy and to open his own drug store, but he was bitten early in life by the newspaper bug and never quite recovered. Born in Columbus, O., the NAEA president started as a carrier boy for the *Columbus Citizen* (now the *Citizen-Journal*) when he was eight. He had carried all three of the Columbus dailies before he entered Ohio State University.

To finance his college education, Mr. Young sold advertising space in the college football program and the *Sun Dial*, the college monthly. He also worked as the assistant manager of a Columbus drug store, and found time to run the half-mile on the OSU track team for three years.

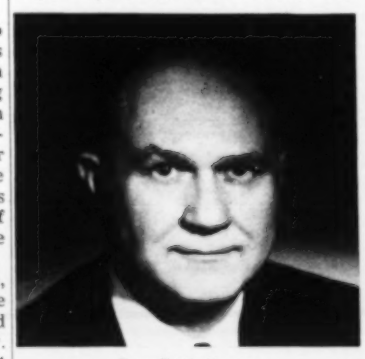
■ Following his graduation in 1925, with a bachelor of science degree in pharmacy, Mr. Young went west—to Los Angeles. He joined the *Los Angeles Examiner* as a classified advertising salesman. After five years, he joined the *Signal*, Huntington Park, Cal., as classified ad manager. After a year at the *Signal*, he was rehired by Hearst and sent to the *Seattle Post-Intelligencer* as classified ad manager.

He was promoted to retail advertising manager of the *Post-Intelligencer* in 1943. He left the newspaper in 1946 and joined John and Anna Boettiger as part owner and publisher of the *Seattle Home News*, a weekly newspaper. He joined the *Seattle Times* in 1948 as advertising manager—his present job.

■ The versatile Mr. Young, who is 56, has a perfect opportunity to practice what he tells advertisers. Outside of his advertising duties with the *Times*, Mr. Young owns Russell's Imports, a retail store in Seattle which carries china, crystal, silver and furniture. Mr. Young bought the store in 1946, and it is run for him by a fulltime manager, who receives 25% of net profits.

Does he practice what he tells others? "My store has run an ad in the *Seattle Times* every week since I have owned it," Mr. Young said. "I believe in consistent advertising programs done in good taste, and I have tried to run just such a program for my store." He confesses that he does not advertise in Seattle's other newspaper or use any other ad media.

■ Sales training is the most critical problem facing newspapers today, according to Mr. Young. "Up until recently, many newspaper space salesmen were not



Russell W. Young

receiving the proper training. Thus they were not equipped to compete on equal footing with salesmen from other media."

■ In addition to his job as ad manager of the *Seattle Times*, Mr. Young has devoted much of his energy to outside civic activities. During World War II, Mr. Young headed up a Seattle citizens' committee which sold $55,000,000 worth of war bonds in four years. He is known as the "father" of the annual Santa Claus parade in Seattle, having introduced the promotion (patterned after an annual affair in Columbus) some years ago.

Mr. Young is a member and past president of the Advertising & Sales Club of Seattle, and is a Rotarian. He is serving his second term as a member of the plans committee of the Bureau of Advertising, ANPA.

Work is Mr. Young's life. "I have no hobbies or outside interests," he said. "I just enjoy working, and I devote most of my time to it." #

John W. Shaw Names 3 VPs

William C. Pullman, assistant to the president; William A. Ries, account supervisor, and Joyce Turovlin, research director, have been appointed vps of John W. Shaw Advertising, Chicago. At the same time, P.L.O. Smith, senior vp and account supervisor, was named treasurer and Sigmund T. Seaman, a vp and account supervisor, was appointed secretary.

Hirth Joins Bates as VP

Charles P. Hirth Jr., formerly a marketing coordinator with Joseph E. Seagram & Sons, has joined Ted Bates & Co., New York, as a vp.

Smart, calm and capable

this is *Jean Cameron*

Fashion Editor of Chicago's American ... petite, striking in appearance ... possessing the right amount of "savoir faire" for the sometimes hectic world of fashion.

Jean Cameron arranges the many faces of fashion with assurance ... collecting the problems of the consumer, merchandise manager and the ever-overworked buyers with scant time to devote to advertising problems. Her background is topped, trimmed and tasselled with experience from the capricious, behind-the-scenes buying offices to what is known as the alluring "plum" jobs with the glamour silhouettes.

To be a successful fashion editor, one must have a cool head, know how to buy, sell, display, accessorize, design, judge, market ... and above all, improvise! It's much more than just the dramatic trends of mercurial hemlines and pendulum-swinging waistlines as seen in high fashion magazines. Jean Cameron has coordinated her experience to be able to cope with these facets ... fashionably ...

Bonwit Teller, New York, fashion office ... R. H. Macy's exclusive "Little Shop," as a buyer ... Marshall Field & Company, store promotion and fashion coordination ... Carson Pirie Scott & Company, College Shop ... Bramson's, publicity and promotion ... Fashion Editor of "Mademoiselle" magazine, with assignments around the world, Paris and Rome "openings" ... designing maternity clothes under the name of Jean Bartelme (past 7 years) and free-lance dress designing for Midwestern manufacturers.

CHICAGO'S AMERICAN

Jean Cameron is Chicago-minded ... born here, graduate of Northwestern University, traveled and worked around the world ... now come home, to stay. Her intent at the American? To bring more fashion to its women's pages, to serve in advisory capacity for the busy fashion advertisers. Already, this attractive young newcomer has given the American a new look in the fashion pages ... and the forecast shows more to come. Casual, but direct in her style ... persuasively descriptive, but far from far-fetched ... this is Jean Cameron of Chicago's American.

Represented nationally by Hearst Advertising Service Inc.

THE
Ein

TOAST OF AD LAND

Sometimes it's Business Week first, the New Yorker second. Sometimes (like last year) it's the other way around. But, for years, one or the other has led all P.I.B. magazines in pages of advertising. It doesn't matter which one, the point is the same:

Advertisers know that the "how many" in an audience is secondary to **who they are.** So, year after year, two of America's most unique media top all general, general-business, and news magazines in advertising pages.

10 TOP MAGAZINES 1959

Total Advertising Pages

1. The New Yorker	5,055
2. **BUSINESS WEEK**	4,702
3. Life	3,664
4. Newsweek	3,008
5. Time	2,913
6. The Saturday Evening Post	2,817
7. U. S. News & World Report	2,686
8. Fortune	1,972
9. Sports Illustrated	1,693
10. Vogue	1,612

Source:
P.I.B. Excludes trade, technical, and industrial publications

YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

A McGraw-Hill Magazine

The Editorial Viewpoint . . .

Similar, But Different Problems

In all of the recent hullabaloo about the need to do something about the content of advertising, almost everyone seems to have lost sight of the fact that not one problem is involved, but two.

The problems are similar in that they tend to discredit advertising in the public view and in the view of legislators, educators and others. But in most other respects they are quite dissimilar, and they require differing approaches and treatment.

We need to eliminate—or at any rate minimize—two undesirable kinds of advertising. One is dishonest or misleading; the other is in bad taste.

As far as dishonest or misleading advertising is concerned, we are convinced that existing legislation, on both state and national levels, is adequate to deal with any problem of real seriousness. It may be that some tightening up of procedures or penalties may be called for in certain cases, but by and large there is a great body of legislation covering false and misleading advertising which works effectively, albeit occasionally too slowly. But even when action is too slow to satisfy some critics, it is still usually sufficient to deter wilful violators, *if the laws are vigorously and energetically enforced.*

If there has been any breakdown in enforcement of the statutes prohibiting false or misleading advertising, the blame for this should and does rest, not with advertising, but with those whose duty it is to enforce the law. And this will, quite properly, continue to be the case. Neither advertisers nor any other group should attempt to take over the functions of law enforcement.

The other problem—that of advertising in bad taste—is quite a different thing. Here we do not want laws or regulations, since taste is a subtle, ever-changing condition. Attempts to define or regulate it legally inevitably result in heavy-handed interference in an area which is not amenable to legislation, but which is peculiarly subject to social pressure.

This is the area in which self-regulation makes sense, and where it can be applied with tremendous effect. And this is still the area in which the greatest amount of work needs doing, and where individuals and associations can be tremendously effective.

This is the area in which, by and large, media have carried the ball, and advertisers and agencies have dragged their feet. And this is, quite clearly, the area in which it now very much becomes the duty of advertisers and agencies to put effective self-regulation in the common interest to work.

They can no longer either ignore the problem or pass the buck. It is past the time of talking. This is the time for action.

The Shape of Things to Come

The latest reorganization of McCann-Erickson indicates that, if the McCann trend is followed, the advertising agency business is to become as complex and as diversified as most of the businesses of agency clients.

McCann's new organization chart is complete with all the organizational divisions and devices which have marked the recent trend of American business—what amounts to a "holding company," McCann-Erickson Inc., operating four businesses (three of which are advertising agencies) and numerous divisions, largely of a service nature.

Agencies and clients both will watch the emergence of this kind of operational structure with mixed emotions. Those who worship at the shrine of the organization man will presumably give it their hearty blessing; those who like to think of the advertising agency business as essentially an intimate personal service business will presumably shake their heads sadly.

But, as both Marion Harper Jr., head of the McCann complex, and his clients told Advertising Age: "No one is very much concerned with how the agency operates. They are concerned with how it produces for them."

Interestingly enough, this will probably continue to be the principal criterion in assessing agency service.

# # #

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. M'nchin, Dav'd J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Wayne Stoops**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 346 Rue St., Honore, Paris 1.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Harlenfeld**, circulation director.

Gladys the beautiful receptionist

—R. C. Montgomery, Stewart, Dougall & Associates.

"It's that foundationwear company's new house organ, Supports Illustrated."

What They're Saying . . .

Let TV Run TV

We suggest tv should consider that the fixes really weren't their worst affliction. Far too high a percentage of tv fare has been aimed at morons. We now have a lot of citizens who have finished the grades or even gone to high school. These should be given a break.

A good way to accomplish this—and the networks are heading in this direction—would be to divorce the program from the sponsor. Many of the sponsors have had the good sense to keep their paws off the programs but many of them haven't and their influence has been deadly. TV ought to quit pandering to the advertiser, or the advertiser's wife. Let the sponsor control his allotted commercial time—so long as he keeps it reasonably honest—and nothing further.

Then let tv's professionals in the fields of entertainment, news, education, etc., run the show. Urged on by the scoldings they have had in the last few months, they should be able quickly to take up a lot of slack.

—From an editorial in the Columbus Citizen-Journal, Dec. 8.

Suggests 'Listeners First'

We [magazine publishers] love the advertiser just as much as you do . . . But that doesn't blind us to the fact that the advertiser, by and large, will prostitute anything to the extent that it comes under his control. When there is complete control it follows that there is complete prostitution.

The publishing business isn't any holier than the broadcasting business but it is older and was in short pants a lot longer. Reputable publishers are therefore constantly on guard against any intrusion by their advertisers into their editorial pages, any attempted influence or control of editorial content or editorial policy.

That in the publishing business is labeled *editorial venality* as opposed to *editorial integrity* . . .

That publisher serves his advertisers best who serves his readers first.

Some day the broadcasting industry, too, will accept that principle and profit by it.

—Newsletter published by R. O. Eastman, Eastman Research Organization, New York.

Importance of Selling

Sometimes the lack of appreciation for the importance of the job of selling is a little discouraging to me. Not too many years ago, when young Johnny flunked out of law, pre-med or engineering school, it wasn't unusual to hear his crushed Dad say, "Well, at least Johnny has a nice personality and he likes people; so he will be a great salesman." The fact that he couldn't sell earmuffs to Eskimos never occurred to the old boy.

Just supposing, however, that Johnny had turned down a law, medical or engineering course so that he could prepare for the job he liked the best—selling. Pop would have probably fainted.

—F. Harry Fletcher, vp and director of sales, Bristol-Myers Products Division, speaking before the Sales-Marketing Executives of Chicago.

Rough Proofs

Buchen Co. says it made $95 on the $551,000 billing of Crane Co. in 1959.

Crane switched agencies and Buchen switched clients, and everybody should be a lot happier.

•

The hassle between the Sales Executives Club of New York and National Sales Executives over dues payments just goes to show you that there's no fracas quite like an old-fashioned family fight.

•

"Ad improvement up to advertiser, not media: Kintner."

And that seems to suggest that if the advertiser doesn't want to handle it, the FTC will be glad to help.

•

FTC doesn't like that tv demonstration of Palmolive, showing that its shaving cream works well even on sandpaper.

After all, few men have skins like sandpaper—they just think they do.

•

Station KLZ has a new title for the advertiser who has learned how to use its medium successfully: A radio active business executive.

•

"Sometimes we have to say 'no'," regretfully reports *Good Housekeeping Magazine.*

And this isn't the diplomat's "no," which often means "maybe."

•

A new type of readership study is provided by ABP in illustrating a promotion ad with a king-size picture of Gene Weidereit, top industrial advertising man, without identification. He will be expected to report how many people told him they saw and recognized his picture.

•

Congressmen are notably shy of running counter to public opinion in a year when they are up for re-election, and so Washington isn't taking seriously the administration's renewed request for a 5¢ letter postage rate.

•

"Copy group head pleads for return to conviction, sincerity in ad writing," the headline says.

After all, a salesman who doesn't believe his own story brings in very few orders.

•

"His age is 50, but he has the good health and energy and drive of a man of 35," says Jim Woolf of an art director friend looking for a new drawing board.

And he has at least 15 years more experience than that youngster of 35.

•

"For sale—unopposed publication," says a classified ad.

Without competition, all the opposition evidently comes from the prospects.

•

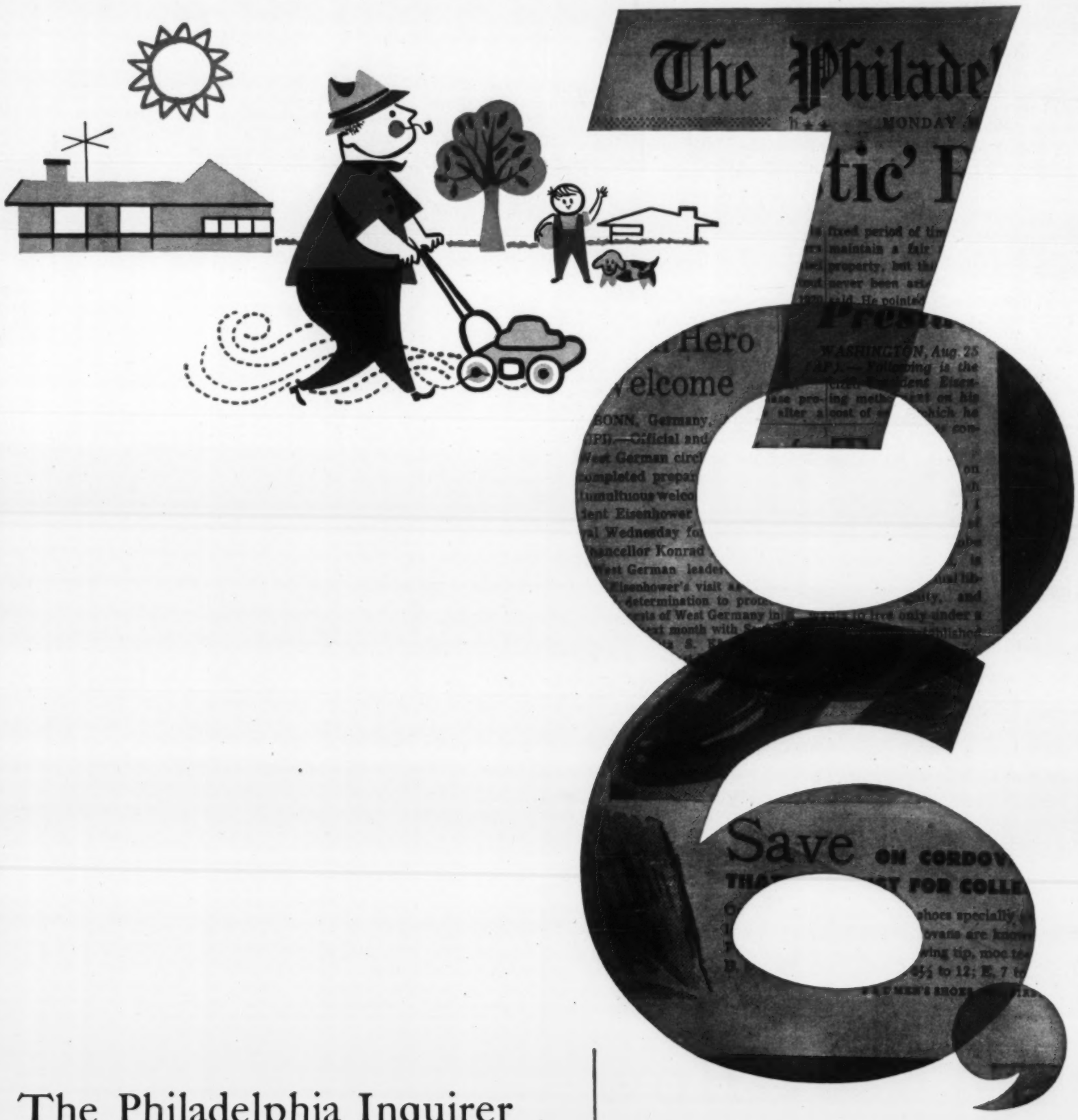
In the wonderful world of sport and pro football, Johnny Unitas, who was named the most valuable player in the East-West pro bowl game, works for Baltimore, but ran the plays for the all-stars of the western conference.

Copy Cub.

in the suburbs The Philadelphia Inquirer reaches 706,000 adult readers. More suburban readers than any other Philadelphia daily!

In Delaware Valley, U.S.A., The Inquirer's greatest readership is in the "buyingest" part of the market—the suburbs.* That's where 58% of the population lives. That's where 60% of the market's buying-power comes from. That's where The Inquirer reaches 30% more adult readers (164,000) than the other major daily. That's why your advertising belongs in The Inquirer!

*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.



The Philadelphia Inquirer

Good Mornings begin with The INQUIRER
for 1,406,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

How magnetic is your video tape?

You may never want to televise a flying carpet trip to the Taj Mahal. But whether you are producing a simple 20-second taped commercial or a complex 90-minute drama, you can rely on the facilities, engineers and technicians of CBS Television Production Sales to do the job with imagination and economy.

Back in 1956 we were the first to put video tape on the air, and ever since we have been striving to add to its inherent versatility and value. So far this effort has produced devices like VideoScene, which created the illusion you see above, and the Tape Transfer Process, which reproduces tape images on film with exacting fidelity. And indeed our video tape in-

stallations in New York and Television City, Hollywood, are notable for having solved a wide variety of production problems.

Among the facilities embraced by CBS Television Production Sales are mobile tape units that have met the most demanding assignments—from on-the-spot news events to automobile road-test commercials; ample television studio space on both coasts, and two Production Centers housing a complete range of production departments. Here you will find accomplished art and lighting directors, costume designers, set decorators and make-up artists; a vast assortment of stock scenery; two storehouses filled with props of every description; fully equipped carpentry, electrical and paint shops; a plastic vacuum machine to mold featherweight sets and props; a sorcerer's collection of snow, rain, fire, explosive special effects; along with a stock of Zoom Keyers, Super Wipes, special lenses and projected effects that will add scope and excitement to your productions.

Anyone with a video tape recorder can put pictures on tape. The trick is to do it skillfully all the way down the line. In essence, this is what has attracted some of the nation's leading advertisers to our facilities to produce their programs and commercials.

CBS TELEVISION PRODUCTION SALES

Meet an IRE award winner for 1959

IRE REMEMBERS THE MAN

for Service

to his Government

And behind the cold statistics of the 61,957 circulation Proceedings now enjoys, are 57,334 (ABC) **professionally qualified men** plus 13,976 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

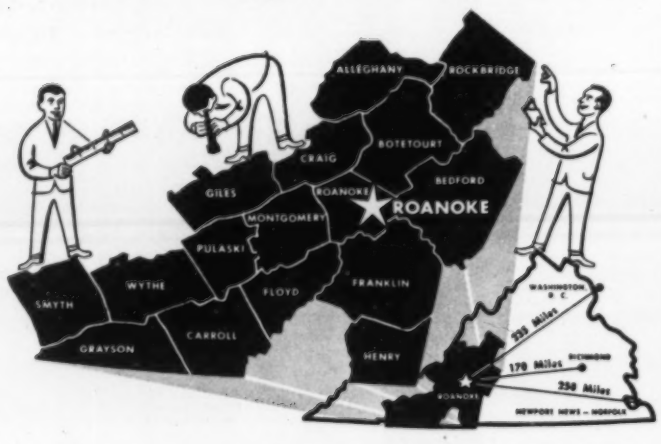
Backing up a great government such as ours is a large and dedicated group of men. Among such men is Jack W. Herbstreit, Chief of the Tropospheric Propagation Research Section, National Bureau of Standards. To him goes this year's *Harry Diamond Memorial Award* "for original research and leadership in radio-wave propagation." IRE is happy to honor Mr. Herbstreit and all the other fine, outstanding men in government service.

facts

Separate-apart, in the National Norm

The Perfect

Proving Ground



ROANOKE, VIRGINIA IS A SUPERIOR TEST MARKET

an isolated empire so situated it is practically untouched by outside media

The Roanoke Times and The Roanoke World-News are the ONLY newspapers which cover this vast empire in the Western part of Virginia. See the map above and the facts on the right.

1. **Isolated from competing markets**
2. **Minimum penetration from outside**
3. **Representative population**
4. **Self contained economy, diversified industry**
5. **Sufficient Distributive outlets**
6. **Good newspaper coverage**

Home of the *New* Norfolk and Western Railway

about ROANOKE NEWSPAPERS' 16-County-Plus Primary Market

ROANOKE NEWSPAPERS' COVERAGE: (nearly 90,000)
Metropolitan area 100%
61 Principal cities and towns 93.2%
16-County-plus primary market 57.9%

NEARLY THREE-QUARTER-BILLION DOLLAR-MARKET
with 596,930 people.

SIZE
of Roanoke Newspapers' Primary Market — 16 counties — 7,516 sq. miles — 2nd in State — 71st in Nation.

HOUSEHOLDS: 154,240

NET BUYING INCOME: $747,595,000

RETAIL SALES: $574,353,000

FOOD STORE SALES: $136,583,000

GEN. MDSE. SALES: $65,536,000

APPAREL STORE SALES: $31,265,000

FURN. HSLD. & APPL. SALES: $27,900,000

AUTOMOTIVE SALES: $122,498,000

GAS SERVICE STATION SALES: $53,406,000

DRUG STORE SALES: $20,702,000

ALL OTHER RETAIL SALES: $116,463,000

Source: SRDS plus estimates by Research Dept. S. F. W. Co. Circulation June 30, 1959

NOTE: These new market totals and other pertinent facts will be available soon in the revised second edition of the Roanoke Market Brochure. Copies of first edition available now.

Roanoke is a "Burgoyne" test city with spot color

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS

National Representatives SAWYER-FERGUSON-WALKER CO

The Daily Newspaper is the Total Selling Medium

Getting Personal

Cameron Hawley's newest book, a business novel titled, "The Lincoln Lords," will be published Feb. 25 by Little, Brown, and the movie based on his second book, "Cash McCall," is soon to be released. The author was ad director for Armstrong Cork Co. for many years before retiring to write in 1952. . .

Jack Knight, who joined the copy department of Anderson & Cairns, New York, several months ago from N. W. Ayer & Son in Philadelphia, is a unique commuter: He still maintains his apartment in Philadelphia; its garage shelters a fiberglass Finn which Jack is building. He returns there on weekends and hopes to finish the Finn for next season's racing. A former British Olympic team member, Jack is new North American champion of the Finn Class and holder of the Canadian Dinghy Assn. championship regatta high point trophy. He's been on this side of the Atlantic for three years. . .

ADMAN-CHEF—*Merritt H. Hursch of Maxwell Associates, Philadelphia agency, dons a chef's hat and lei as one of 25 finalists in the cookout championship sponsored by Kaiser Aluminum at Waikiki Beach. His entry, "Roast on the Rocks," won second prize, a 1960 station wagon.*

On Feb. 17, in New York, **Gertrude Johnson** of J. Walter Thompson Co., New York, will marry **Hunter Yager** of Grey Advertising. The groom-to-be is the son of **Jules Yager,** president of Media Advertising Service. . . Announcement has also been made of the approaching marriage of Betsy See, daughter of **Arthur M. See,** retail ad director of the *New York Herald Tribune,* and Jerome J. Usdan. . . Also betrothed is Barbara Buchtel, and Pvt. Peter Tacy, son of **Arthur Tacy,** consultant for industrial marketing research for General Electric. . . A March wedding is planned by Susan Kingsbury and Lt. George Erickson, son of **George A. Erickson,** exec vp of Doremus & Co., New York. . . It will also be a March wedding for Susan Smith and **William Vernon Blackburn** of Benton & Bowles. . . Another engagement: Christina Rice of New York and formerly of Ballin-Valley, Carlow, Ireland, and James S. Bomba, son of **I. M. Bomba,** vp of the import division of Shieffelin & Co. . .

RETIRING—*Rolland W. Taylor (right), president of Foote, Cone & Belding, presents farewell gifts to two retiring employes: Irene Kerrigan, secretary in the copy department, who has been with the company 29 years, and Frank Kelly, head of the supply department, with 26 years of service.*

Edward DeGray, president of ABC-Radio, has been named radio chairman for National Brotherhood Week, sponsored by the National Conference of Christians & Jews . . . **Willard A. Pleuthner,** exec vp of BBDO, and **Michael J. Foster,** public relations vp for American Broadcasting Co., have joined the volunteer pr committee for the National Multiple Sclerosis Society . . .

Jacke Harris, former assistant ad director of the Winchester Sun Publishing Co. and assistant director of the Bureau of Research, Chicago, has been named director of the Connecticut and western Massachusetts region of the National Conference of Christians & Jews . . . **Sol Robinson,** general manager of WLAD, Danbury, Conn., has been named coordinator of the public information committee of the 1960 American Red Cross campaign in Danbury . . .

W. B. Murphy, president of Campbell Soup Co., and **George H. Coppers,** president of National Biscuit Co., have been reelected officials of Keep America Beautiful Inc. Mr. Murphy was renamed a director; Mr. Coppers, a trustee . . .

"GIRL TALK" FOR AD MEN

I love *seventeen* ...
that's why Seventeen's advertisers love me!

What makes SEVENTEEN so dear to the teen-age girl's heart? The very same quality that endears her to SEVENTEEN's advertisers. *Devotion.* For SEVENTEEN is devoted to the teen-age girl *exclusively.* From cover to cover, it talks with her alone. In girl-to-girl fashion, it answers *her* questions, discusses *her* problems, expresses *her* ideas. "Girl talk" like this creates amazing buying action. 65.2% of SEVENTEEN's 4,800,000 readers have actually bought merchandise from its pages.* What *kinds* of merchandise? Not just cosmetics and clothes, but everything from silverware and diamond rings to furniture and food. No wonder advertisers place more linage in SEVENTEEN than in any other monthly magazine for women! **Gilbert Youth Research*

it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

"TV Guide was the first weekly magazine to top 7,000,000 —and they're over by a quarter of a million"

With circulation surging ahead, TV GUIDE's 1959 guarantee climbed to 7,250,000. Two new editions were added (Arkansas, Arizona - New Mexico), bringing the total to 53. Here, in the nation's top circulation weekly, advertisers also find the most realistic regional flexibility, and the most efficient cost per thousand ($2.00) rate structure in the publishing field.

TV GUIDE

America's best-selling weekly magazine... circulation guarantee 7,250,000

"Show me a magazine that can increase its advertising revenue 46% in one year, and I'm interested"

No magazine's advertising revenue goes up almost half again in a year without good reason. TV GUIDE delivers results to its advertisers—that's why it was able to rack up a 46% increase last year, the greatest percent gain of all weekly magazines. Advertising growth is a prime measure of advertising value, and TV GUIDE's gains are proof of value received.

TV GUIDE

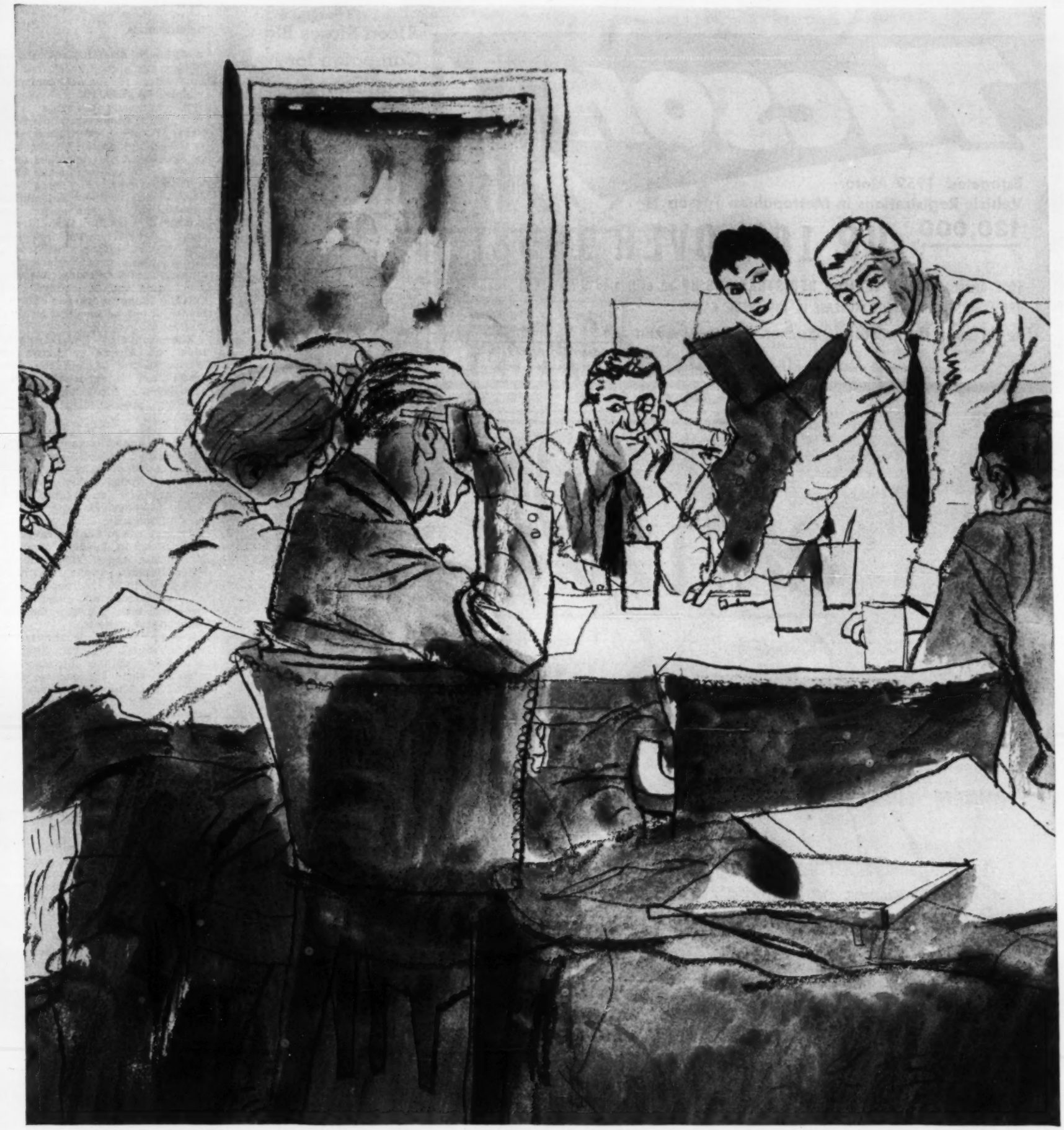
America's best-selling weekly magazine... circulation guarantee 7,250,000

"When people like Pillsbury, General Mills, and General Foods move into TV Guide, I say we belong there too"

Many new major advertisers marched onto the pages of TV GUIDE in 1959. Frequently they proved the magazine's pulling power with keyed offers. The long list of newcomers includes names like Johnson & Johnson, Rinso, General Electric, Jell-O, Chase and Sanborn, Baker's Coconut, Campbell Soup Co., Nescafé, Swans Down, Pillsbury, Southern Comfort, Campana, Raytheon, Birds Eye, General Mills, Smith Brothers, Ronson Corp. Why don't *you* join this fast-growing group of blue-chip TV GUIDE advertisers?

TV GUIDE

America's best-selling weekly magazine... circulation guarantee 7,250,000



"It's not hard to explain their success—the need was there, and they did something about it"

TV GUIDE is television's authoritative voice, in color and in print. With its accurate and detailed program information, skilled reporting, thoughtful editorial commentary, and roster of important contributing writers, TV GUIDE fills a basic need for the millions of selective television viewers. As a result it has become as much a part of the American living room as the TV set . . . and America's best-selling weekly magazine by far.

TV GUIDE

America's best-selling weekly magazine . . . circulation guarantee 7,250,000

Tucson

Estimated 1959 Motor
Vehicle Registrations in Metropolitan Tucson...

130,000 UP 10% OVER 1958!

1959 Arizona MOTOR VEHICLE REGISTRATIONS UP an estimated 9.7% OVER 1958*
THE LARGEST PERCENTAGE INCREASE IN THE ENTIRE NATION

The Arizona Daily Star
Morning and Sunday

Tucson Daily Citizen
Evening

If you want to cover Arizona the Star and Citizen are a must

*Advertising Age, 9/14/59

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

Alcoa Slates Big Campaign for Its Aluminum Siding

PITTSBURGH, Jan. 19—Alcoa's big new campaign to promote its own brand of insulated aluminum house siding has a great big objective, according to an Alcoa ad spokesman.

This largest of aluminum companies hopes to achieve nothing less than coast-to-coast recognition and acceptance of a new product on a mass market basis in a hotly competitive field.

What's more, it expects to do this with an advertising and merchandising compaign which has been fully disclosed, in advance, to officials of the Federal Trade Commission. Alcoa's ad men emphasize they do not claim FTC "approval" or "clearance." But they do stress that FTC was given every opportunity to inspect Alcoa's claims and that FTC voiced no objections.

■ Although Alcoa has released no figures, it's a good guess that the total ad bill for the new campaign will exceed $2,000,000.

The company describes it as "the largest promotion and advertising campaign ever undertaken in the siding industry." It may also be the largest ever launched for a new building product of any kind.

The theme will be: "Three wonderful walls in one." This theme capsules claims made for the product that it offers long-life exterior beauty, enduring protection and comfort-giving, fuel-saving insulation—all in a single unit.

The ads also will stress that the new siding can be applied over existing siding to upgrade existing homes, or can be specified for new homes.

The campaign probably will break on Alcoa's tv shows on March 21 and 22, but the date hasn't been nailed down. It may be delayed if Alcoa can't achieve sufficient product distribution in time.

■ The tv announcements will be followed by four-color spreads in either April or May issues of *American Home, Better Homes & Gardens, Life* and *Living for Young Homemakers.*

Simultaneously, Alcoa will run color page ads in *Parade,* covering 65 markets; in *Sunday,* covering 28 markets, and in three locally edited Sunday supplements, plus b&w pages in 75 newspapers. Altogether, Sunday newspaper coverage will include 176 of the nation's largest markets.

A complete schedule of ads and tv commercials will run through 1960 following the introduction, using the same ads and tv programs. In addition, the campaign will include *BH&G-Home Improvement Ideas Annual, Home Modernizing Guide,* and *Living for Young Homemaker's* new guide to home planning and remodeling.

■ On radio, ten five-minute spots per week will be used on NBC network's "Monitor," continuing six weeks following the kick-off week.

The campaign also will include full coverage in trade journals serving home building and home improvement industries, plus some effort to cover the financing field.

This schedule includes *House & Home, American Builder, Practical Builder, NAHB Journal of Homebuilding, American Lumberman, Building Specialties, Building Supply News, Roofing, Siding & Insulation, Modern Windows, Home Improvement Topics, Building Products, Manufactured Home, Savings & Loan News* and *Banking.*

■ As part of a co-ordinated drive to make the new product known both to consumers and to dealers, Alcoa will offer more than 25 special merchandising and door-to-door sales aids. This will include an elaborate selling book for salesmen to show prospects.

One of the biggest items on budget is headed "local clinics." This covers Alcoa's sponsorship of meetings in 50 major marketing areas to which the company expects to attract "local businessmen who influence building decisions."

Fuller & Smith & Ross, Pittsburgh, is the agency for the whole campaign. #

'Cosmopolitan' Names Two

Robert E. Moffatt, formerly with *American Home,* has joined the sales staff of *Cosmopolitan,* New York. Edward J. Lynch Jr., formerly with the *Chicago American,* has joined *Cosmopolitan* as western advertising manager, a new post.

WAVE-TV Brings You
28.8% MORE INDIGESTION!
(or any other ailment your product can help!)

In our lowest-viewing periods, at least 28.8% *more families* are dialed to WAVE-TV than to any other TV station in Kentucky. In our highest-viewing periods, 42.0% more. And practically every one of all these extra families has its proportion of acid indigestion (or the wish to eat and drink the things that get the blame, later, for bringing on the indigestion!).

WAVE-TV gives you *much* lower cost per 1,000. We can prove it. So can NBC Spot Sales. Interested in the facts?

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

DETROIT MEANS BUSINESS

The NEWS brings the business to you!

Detroit presents advertisers with a *glowing* picture for 1960.

PRODUCTION schedules of new cars and trucks call for 40% increase the first quarter. Sales forecasts indicate a total of more than 7 million cars for the year.

TOTAL EMPLOYMENT is expected to increase 6% in 1960, with 1,355,000 at work . . . highest in the past five years.

AVERAGE WEEKLY FACTORY WAGES in 1960, according to forecasters, will jump 4% to a record-breaking $121—highest of all major markets, by far! Total income of all Detroiters should jump 15% over 1959.

RETAIL SALES last year surpassed the record $5.04-billion set in 1955, and predictions for 1960 are for a 10% increase over 1959.

In 1960, *more than ever*, **DETROIT MEANS BUSINESS!**

You can share in Detroit's 1960 prosperity by advertising aggressively and regularly in The Detroit NEWS. You reach more people in the Detroit trading area through The News than any other Detroit newspaper. Because its circulation is *concentrated* in this densely-populated area, you get more results. That's proved by the records. *The News carries more linage than both other Detroit newspapers combined, year after year!*

The Detroit News

Largest Trading Area Circulation, Weekdays and Sunday

New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower
Pacific Office: 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Road

in
TOLEDO
you know
where you're
going with
WSPD
radio
(NBC NETWORK)

Blow the whistle if your sales are lagging in booming Toledo . . . More audience around the clock than the next two stations combined! 1st in Toledo for 38 years—WSPD, the habit station. Call Katz for fast action.

a STORER station

National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

FRB Drops Backing of Annual Consumer Finance Survey

WASHINGTON, Jan. 19—After 15 years, the Federal Reserve Board is withdrawing from the sponsorship of the annual survey of consumer finances which is used by many marketers to judge the sales outlook for the coming year.

The survey, which is conducted by the opinion research center of the University of Michigan, is being made this year under other sponsorship. The Federal Reserve Board has no indication as to whether the results will continue to be publicly available.

A Federal Reserve spokesman said that the decision to withdraw from the sponsorship of the University of Michigan study does not mean that Federal Reserve Board will not be publishing information about the consumer buying plans in the future.

For the past year, the board has been sponsoring an experimental quarterly consumer buying plans study which is being conducted by the Bureau of the Census. Experiments are to continue in 1960, the spokesman said, with the likelihood that some of the results of these experimental studies will be published before the end of the year.

In addition to the pilot study, which could lead to a quarterly report on consumer buying intentions in the future, he said Federal Reserve Board is also sponsoring two other projects which seek to develop a new report providing more detailed information about the way consumers handle their income and assets. One of these studies is being carried out by the University of Michigan and the other by the Census Bureau.

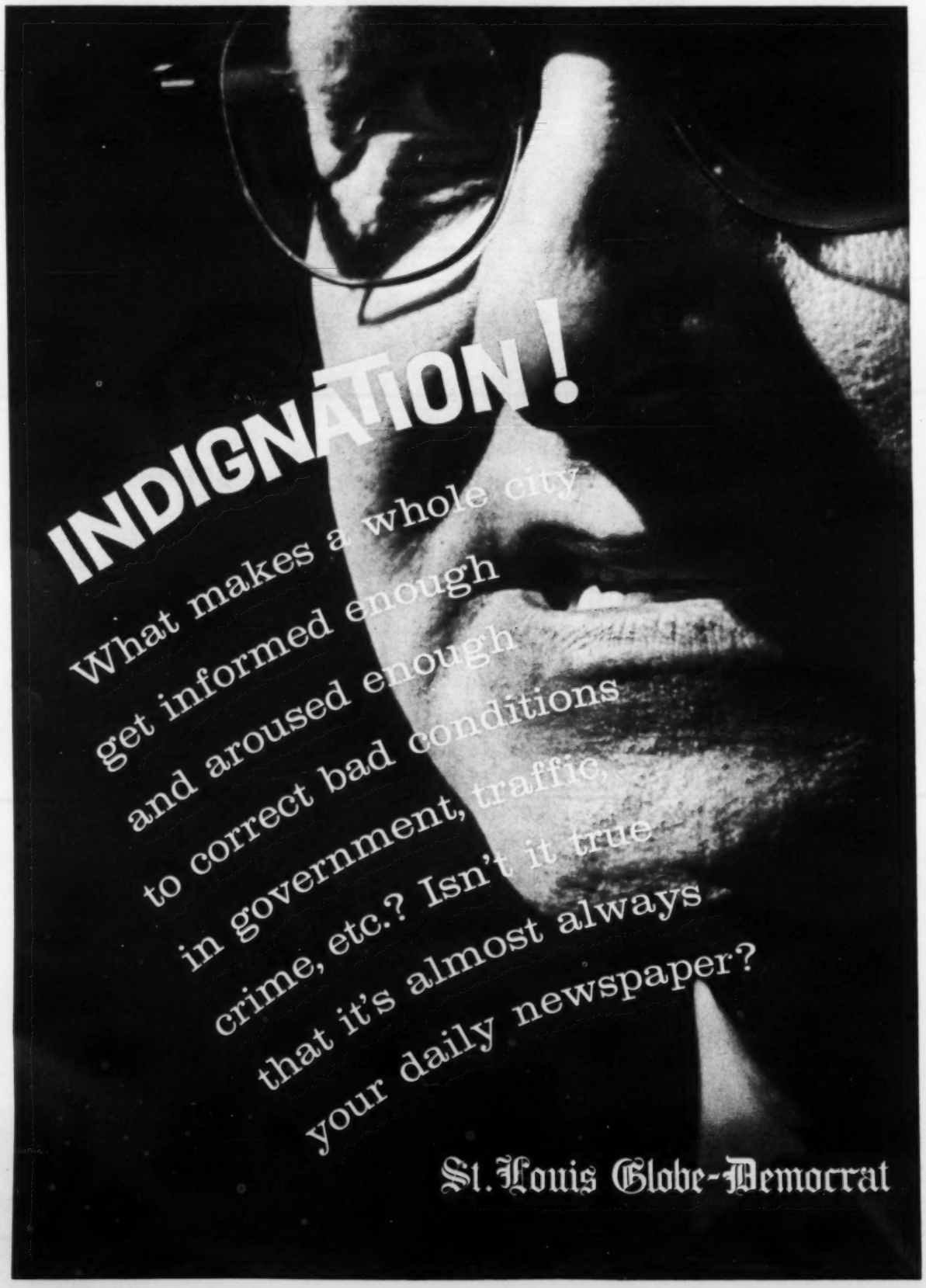
Federal Reserve's sponsorship of the annual survey of consumer finances originated during World War II, when a team of survey specialists led by Rensis Lickert was employed in the Department of Agriculture.

■ After making the first survey as part of the board's effort to regulate consumer credit, the Agriculture Department group subsequently moved to the University of Michigan where the opinion research center was organized. During each of the past 14 years, Federal Reserve has sponsored their annual survey of consumer finances, and has published much of the information it produced on consumer income distribution, assets holdings, and buying plans.

An official of the board said that in recent years Federal Reserve officials have questioned whether an annual survey on the scale which has been published in the past represents the most satisfactory way of obtaining the kind of information the board wants.

Under the plan developed with the Census Bureau the information is collected on a quarterly basis, with substantial overlap in the succeeding samples. Through this technique the board hopes to get more timely information, and to detect shifts in buying plans. The census plan also has the advantage of offering a sample many times as large as the sample used for the survey of consumer finances.

■ A second reason for the change is that the board feels a need for more emphasis on the "financial" side of consumer activity. Because assets holdings are concentrated in upper income groups, the experimental studies on the proposed report on financial affairs will involve a sample which places more emphasis on upper income groups than the board gets from the population cross section covered in the survey of consumer finances. #



Jane Daly Joins Wade as Assistant to President

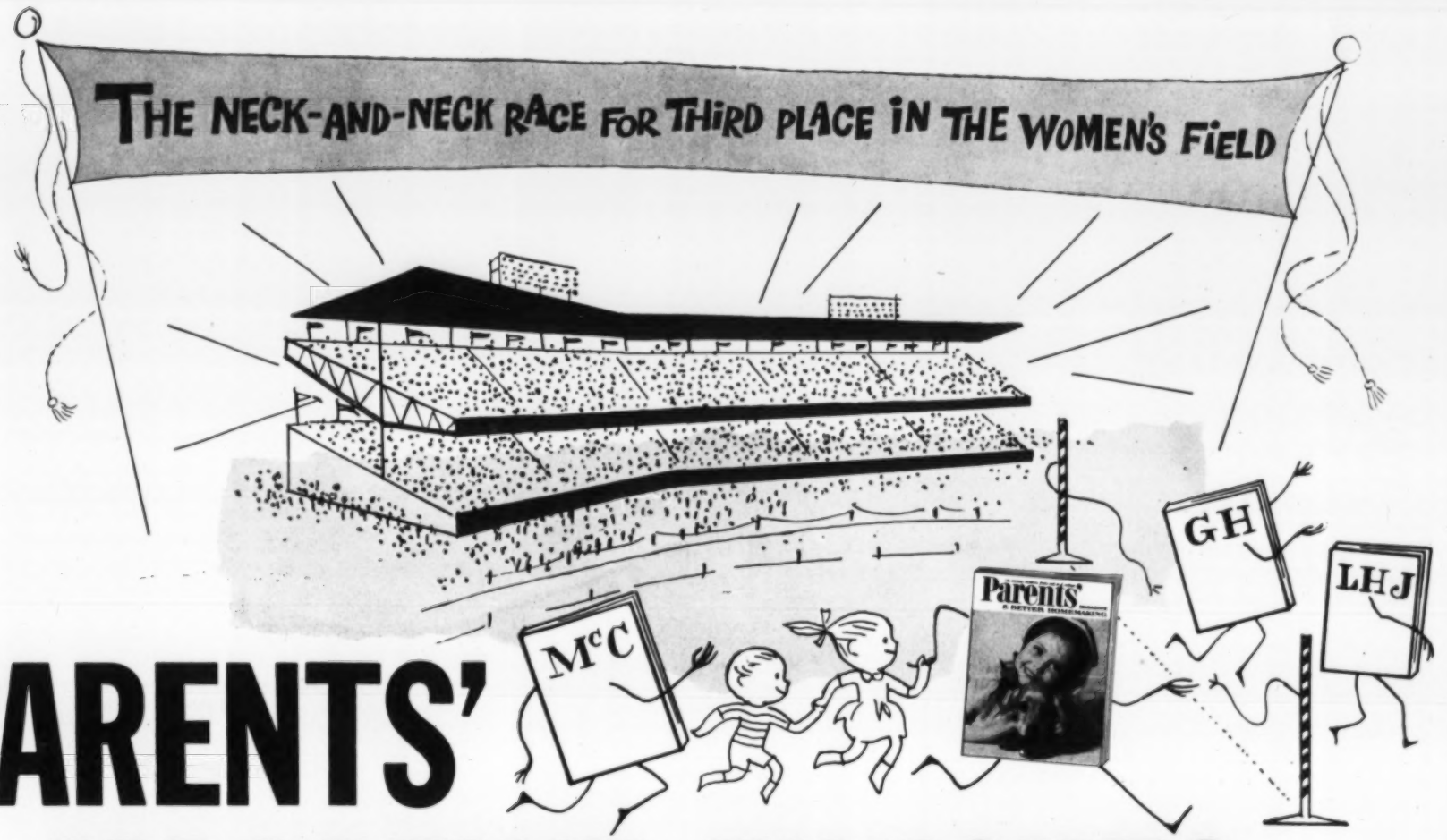
Jane Daly has joined Wade Advertising, Chicago, as assistant to the president on special radio and television projects. Miss Daly resigned late in 1959 as vp in charge of broadcasting of Earle Ludgin & Co.

Jane Daly

Miss Daly joined Ludgin in 1944, a year later organized the radio department and entered tv advertising in 1949. She was named a Ludgin vp in 1954.

Henry Soskin Named VP

Henry Soskin, copy chief of Williams & London Advertising, Newark, has been appointed a vp of the agency.



PARENTS' MAGAZINE FINISHES THIRD, BEATS McCALL'S IN CLOSE RACE!

Here are the official race results, straight from the Publishers Information Bureau

1959 Pages of Advertising	
PARENTS' MAGAZINE	804.00 pages
McCALL'S	801.79 pages

Magazine total represents national advertising plus sectional at reduced decimal equivalent.

We at PARENTS' MAGAZINE don't mind a bit being beaten by Ladies' Home Journal and by Good Housekeeping. They are both fine, long established publications, performing worthwhile service to women.

McCall's, too, with its multi-million circulation, has been serving women for 89 years. And we're really proud to have dashed in ahead of McCall's in the 1959 race.

The reasons why we came in 3rd are important to you!

In a nutshell, it's because advertisers now recognize that families with growing children are the biggest buyers of virtually all products and services. And only PARENTS', of all major magazines, concentrates its editorial emphasis and circulation fully in families with children! What is more, because of the unique editorial authority and usefulness of PARENTS', its readers have far higher confidence in advertising it carries, than in ads they see in other media. This was proved in the new survey made by William Simmons & Associates Research, in cooperation with the Advertising Research Foundation, Inc. Ask for your copy.

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

PARENTS' MAGAZINE CIRCULATION GUARANTEE	MONTHLY READERSHIP	CHILDREN IN PARENTS' MAGAZINE FAMILIES
1,825,000	6,200,000	4,200,000

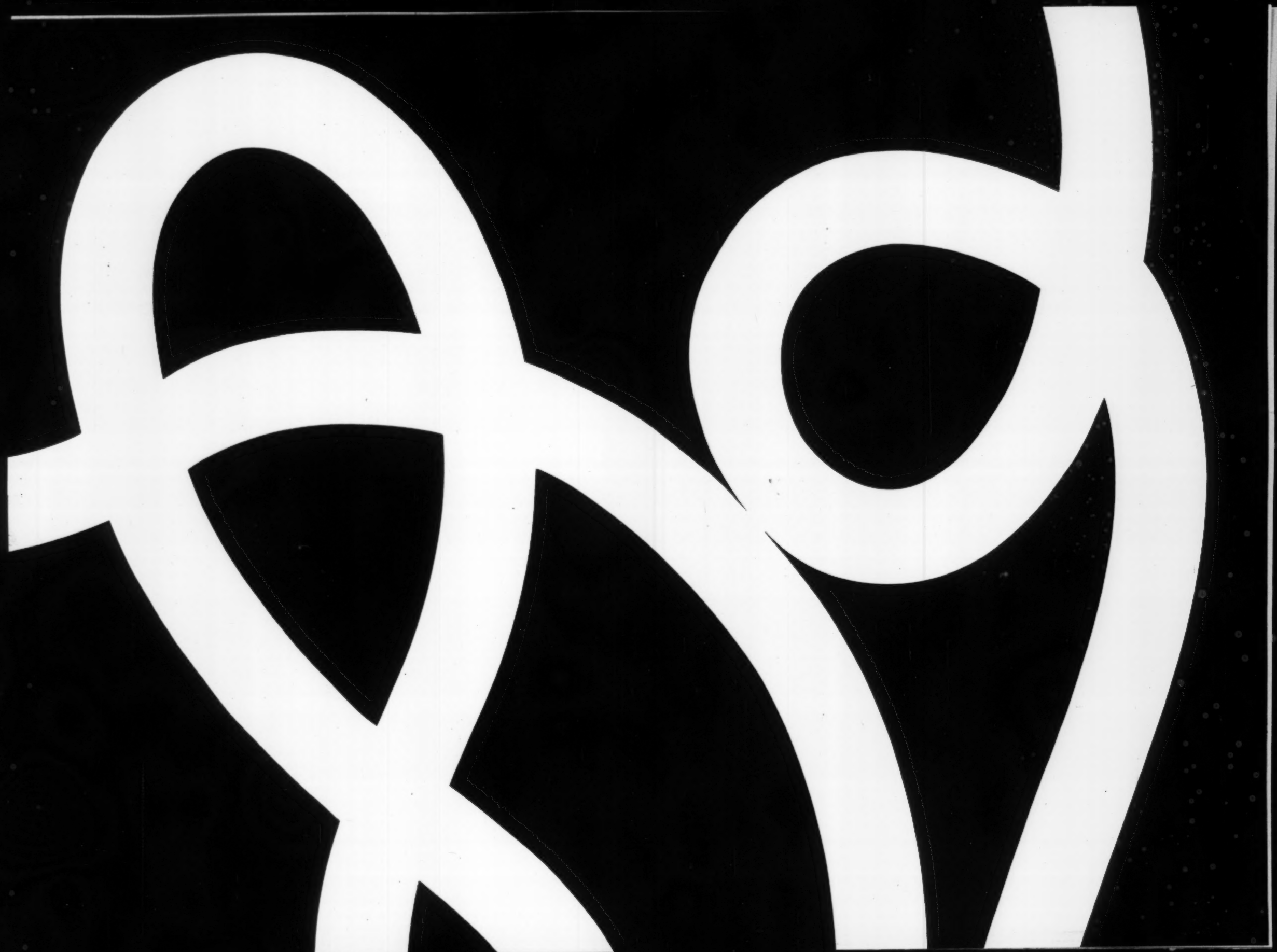
The simple convolutions at the right demonstrate how powerful a one and a half-page design can be—and how big the space looks.

It suggests how the use of certain looping forms and the exploitation of bleed can create a feeling of activity and spaciousness.

Or . . . but no, its job is done if you have begun to think about the imaginative use of space, of how it can be manipulated in a way that greatly magnifies the impression your advertising communicates.

Then to give it added impact . . . Fortune.

*From a forthcoming book by Fortune's Art Director Leo Lionni on the effective use of design concepts in space advertising. Fortune advertising representatives will have copies.



For Mid-America Advertisers . . .

BUY This Day

The COLORful family magazine
of The Lutheran Church
-Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

Marketer Needs Better Data on Farmer: Rosberg

Buchen Research Exec Cites 2 Farm Markets, Consumer, Industrial

CHICAGO, Jan. 19—"Too much knowledge of the farm market comes from extremely biased sources" which do not serve the interests of marketing people, asserted J. Wesley Rosberg, senior vp of Buchen Co., before members of the Chicago Area Agricultural Advertising Assn. last week.

Mr. Rosberg was referring to "census material and types of surveys typically made by publications." He said these types of data best serve the sponsors of the censuses or the surveys and fail to tell enough about the real changes taking place in the characteristics of the farm market. Actually, he said, "far too little effort is made to analyze available statistics."

The total agricultural market, according to Mr. Rosberg, is actually two markets—a consumer market, that may not be too dissimilar to the urban market, and an industrial market.

In order to compete in today's industrial farm market, a company needs its own formal marketing research program, he said.

Mr. Rosberg advanced an eight-point program for agricultural marketing research:

- **Sales Analysis:** Too many internal sales analysis programs are either inadequate or are not shared with the advertising department, he said. A good sales analysis report should cover sales by product, by market class, geographic region, sales territory, time of year and by end use.

- **Study of Potentials:** This should be, he said, an analysis of the market to determine how much of the product is being sold (by both "you and your competitors") in various sales territories.

- **Study of Distributors and/or Dealers:** Two types of studies are needed here, Mr. Rosberg feels: (1) A study of operations of the company's own distributors to determine their methods of operations, and (2) A study using an outside research agency approach, in which competitive distributors also are interviewed to find what they are doing.

- **Customer Research:** This study should find out how recognition and preference for your brand compare with competition; what does the customer think are advantages and disadvantages of your product; how long does the customer expect the product to last; how does the product compare with competition regarding ease of repair, and are distributors giving customers service.

- **New Product Research:** Research in advance of development of products may save tremendous expenditures in marketing the products, Mr. Rosberg said.

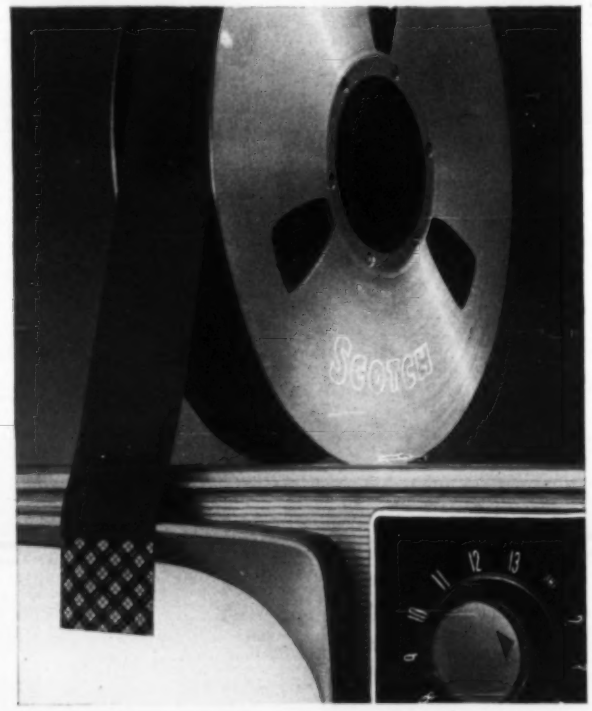
- **Advertising Readership Research:** Basically, Mr. Rosberg said, the objective is to find the factors which distinguish top-rated ads from bottom-rated ads and apply the findings to an analysis of "your own ad preparation."

- **Copy Pretesting:** Mr. Rosberg feels that by taking test ads to a sample of the people to whom the copy is to be directed to find out whether the potential reader will have the proper reaction, key campaigns may be made highly fruitful. However, the main problem here is the "cost of the research in relation to the cost of space."

- **Product and Company Image Research:** This determines the "marketing climate that exists for our company," he said. The objective of this type of research is to "measure what the public thinks about us." Often it is the type of research that needs to be "directed by a competent psychologist," he said. #

Gallagher & Burton to W&L

Kessler-Hunter Distillers Co., a unit of the House of Seagram, has appointed Warwick & Legler to handle its Gallagher & Burton whisky, effective April 1. Cohen, Dowd & Aleshire formerly handled the brand, which is marketed mainly in eastern and southeastern states. Warwick & Legler also handles advertising for Seagram name brands. No decision has been made yet on a new agency for the Calvert name brands. Presentations reportedly are still being made.



WHY IS VIDEO TAPE MADE ONLY BY 3M?

When the first video recorders were introduced in 1956, there was a big "if." Video recording would revolutionize the television industry IF someone could make a magnetic tape that would meet its fantastic demands for quality and durability.

This meant a tape with an essentially perfect oxide coating that would hold up under tremendous operating pressures, heat and tension under repeated use. This, then, would result in cutting production costs for TV commercials in half, provide perfect rehearsal conditions, eliminate fluffs and insure a "live-looking" finished product. In short, it meant doing the nearly-impossible.

3M did it . . . and when the daylight saving time deadline of April 27, 1957, brought demands for video tape in quantity, 3M did it again.

What made the difference? Experience and research. 3M had 50 years of experience in precision coating processes. 3M pioneered in magnetic tape manufacture.

After three years, 3M remains the only commercial manufacturer of video tape. While others try to make a workable video tape, 3M can concentrate on further advances in "SCOTCH" BRAND, the tape that is already time-tested.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

"SCOTCH" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

Are your best food prospects buying from somebody else's ads?

RIGHT THIS VERY MINUTE, thousands of food management men are digging into the advertising pages of FOOD Engineering, and doing something about them.

See for yourself. Check the table at the right. Here, pointedly, is what 400 representative FE subscribers told field researchers they did about specific ads in FOOD Engineering.

Note the 11 different kinds of positive action detailed here . . . ranging from initiation (*"Wrote for samples."*) . . . to recommendation (*"Recommended to others."*) . . . to direct authorization (*"Bought the product"*).

What this table does not tell you is that the actual ads, themselves, were selling ingredients, equipment, packaging materials, plant supplies (*food plants buy almost everything!*). And this fact . . . management titles and functions at many levels were involved . . . from presidents to plant managers, engineers, sales managers.

Now, pick up your pencil and project the power of this salesmaking action over FE's entire 28,400 paid audience, and its pass-along readership of 52,000. And, remember, right this very minute these men are buying from somebody's ads. Your competitors'? Yours?

CHECK THESE 1,141 "ACTIONS" BY 400 FOOD ENGINEERING SUBSCRIBERS	
140	Talked to other management men
76	Called local representative
101	Contacted compary direct
93	Bought the product
94	Filed ad for future use
47	Wrote for samples
19	Asked for estimate
58	Recommended to others
193	Sent an inquiry
116	Opened up new supply source
204	Resold on present supplier
1,141	

FOOD
ENGINEERING
For Better Management in Manufacturing, Packaging and Marketing

You, do something about this ad. Write for your personal copy of "How to Set the (food) World on Fire." It shows you how to pack sales action into your ads.

FOOD Engineering, Att: Research Director
330 West 42d St., New York 36, N.Y.

Please rush my complimentary copy of "How to Set the (food) World on Fire."

NAME_____ TITLE_____

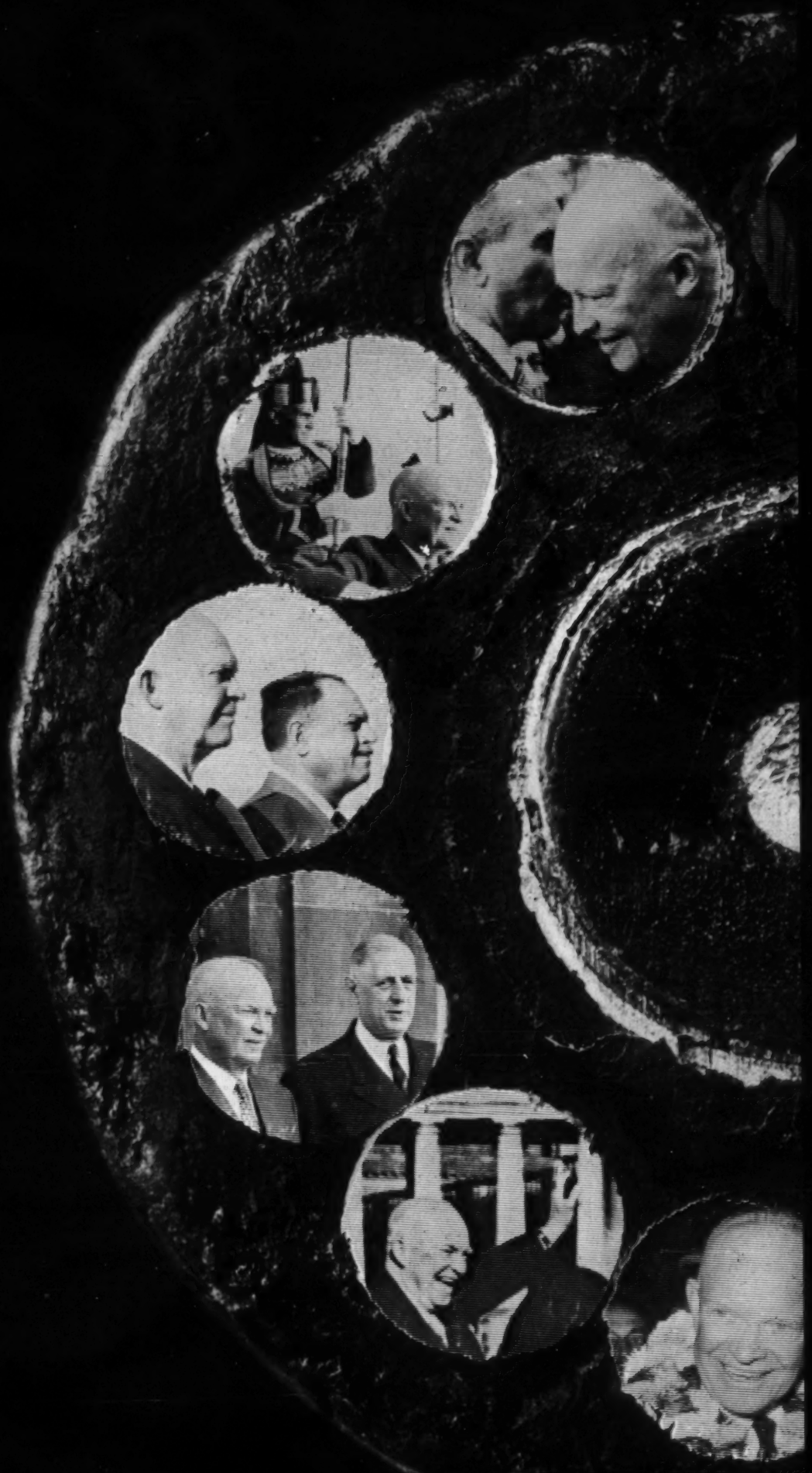
COMPANY_____

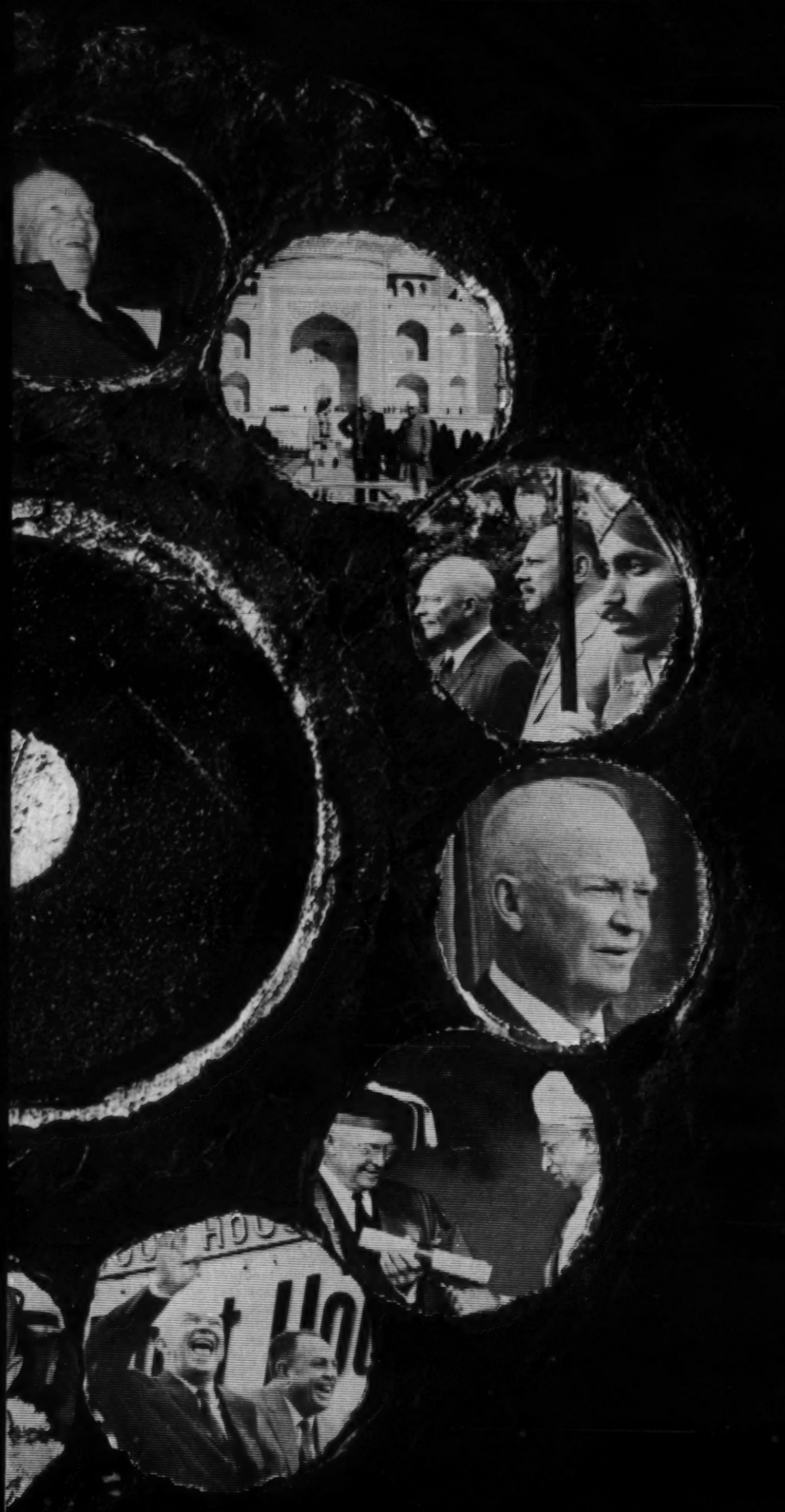
ADDRESS_____

_____

A McGraw-Hill Publication, 330 W. 42d St., New York 36, N. Y.

NBC NEWS: OPEN LINE TO HISTORY





For NBC Television viewers the world is suddenly a full day smaller.

Twenty-one times during President Eisenhower's recent international "Journey to Understanding" NBC brought news pictures to American television screens scant hours after the event—and as much as a day ahead of any other network.

To break the intercontinental time barrier NBC News teamed cable film, developed by the British Broadcasting Corporation and made available to NBC in the United States, with "live" coverage provided through the television facilities of Britain, Canada, France, Italy and Spain. The result for NBC, in the words of The New York Times' Jack Gould... "a decided edge in pictorial timeliness over its rivals."

At the core of this unprecedented feat in television journalism were the technical skills and reportorial accomplishments of NBC News. From 8:10 pm on December 3rd when President Eisenhower took off from Andrews Air Force Base, until 12:09 am December 23rd when he returned to the White House, a staff of more than 200 men and women worked to make this television's fastest, most comprehensive coverage of an international news event.

Altogether, NBC News ran up a total of half-a-million travel miles, produced footage equal to 20 feature films, delivered material for nine special programs. And, consistent with their importance, NBC scheduled seven of these programs during peak evening viewing hours.

NBC film coverage was also included in all regularly scheduled news programs and made available to all affiliated stations for their local news programs.

As an extra public service, NBC carried President's Eisenhower's return on a "live" basis—"a brilliant stroke," according to the New York World-Telegram & Sun's Harriet Van Horne, which "gave us all a fine sense of sharing in a few moments of history."

The 19 days of the Presidential journey are already written into the record of world affairs. For NBC News they were 19 days of getting it first... getting it all, 19 days of electronic journalism that made intercontinental television a present day reality.

NBC NEWS

Enlarged cross-section of the trans-Atlantic telephone cable which helped NBC News move continents closer together in covering President Eisenhower's "Journey to Understanding."

DID YOU KNOW?

The World-Telegram Grocery Inventory offers advertisers, at no cost, accurate *monthly* sales and distribution reports on:

40 product classifications • Over 700 separate items and sizes
400 individual brands • *Plus* other important market information

No other New York newspaper offers this vital service.
Write or call for full details *today!*

New York World-Telegram
The Sun

A SCRIPPS-HOWARD NEWSPAPER
THE PRODUCTIVE GROCERY MEDIUM

125 Barclay Street, New York 15, N. Y., phone BArclay 7-3211 • Or Scripps-Howard General Advertising Offices:
230 Park Avenue, New York • Chicago • San Francisco • Detroit • Cincinnati • Philadelphia • Dallas • Los Angeles

Cunningham Asks Hoover-Like Study to Set Advertiser-Media Roles in TV

(Continued from Page 3)

Greeleys of the spectrum, the William Allen Whites of the ether. Let us all hope that the business men, to whom has been given a franchise on airwaves (that belongs not to them but to the people), recognize that along with editorial responsibility goes editorial integrity and editorial leadership."

■ As point No. 2, the agency executive called for the setting up of a commission along the lines of the Hoover Commission to study the proper role of the sponsor in tv. If this group decided that sponsors should be divorced from program control, with something like the "so-called magazine concept" replacing the present pattern of tv selling, he suggested, it might operate in this fashion:

"The advertiser may buy a block of commercials—let's say 20 in a 13-week cycle. In fairness to all advertisers, these should be rotated on various kinds of shows of various ratings—so that each advertiser would get about the same average rating. The commercial would have to stand on its own selling ability.

"This would accomplish many good things. It would end blind devotion to ratings. It might end monopolies of good prime time by a few large-spending advertisers. It would cut down a lot of imitation and mediocrity in programming.

"It would relieve sponsors of concern for the content of the program. It has often been claimed that tv editorial vitality has been smothered by sponsors' fear of offending.

"It will free tv editors of commercial control and restriction and enable them to try new things and to test more cultural and enlightening programming."

■ Mr. Cunningham set forth two major safeguards that should be instituted to protect the interests of sponsors if tv does decide to switch to a magazine pattern of operation:

"First, the networks should permit exclusively sponsored shows, such as Hallmark's 'Hall of Fame' or the 'Chevy Show,' to continue their sponsorship as long as they care to," he asserted. "As a matter of fact, I believe that the 15% of sponsor-produced shows on tv are of higher quality than the 85% of programming developed by the networks — independently or through packagers.

"Secondly, for the protection of the sponsor—should the magazine concept come—the sponsor should be notified, in advance, when and on what program his commercials will appear. He should have limited rights to shift his commercial. For instance, a commercial for a ladies' shaver should not be on a sports show.

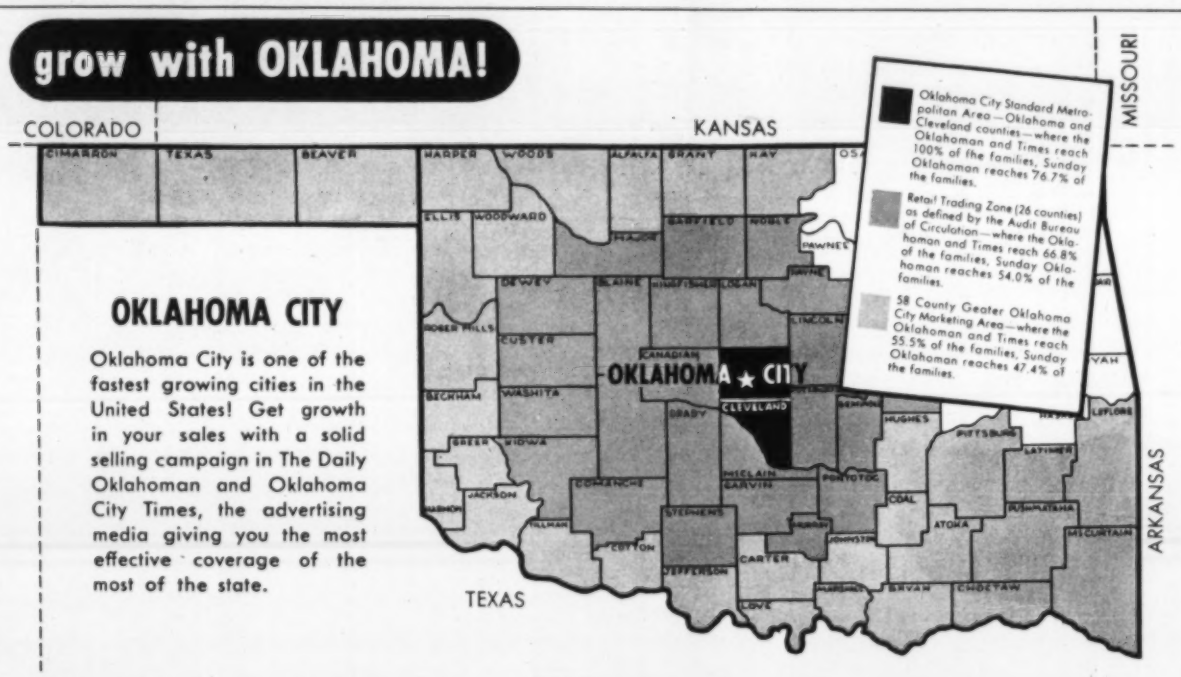
■ "This is not necessary in print advertising, because the editorial content and the advertising content are so clearly divorced. If magazine advertising were like tv commercials, it would be just as if in the middle of a story or article there came an interruption—in the same type—saying, 'and now we would like to say a few words for Buick automobiles.' Tv advertising will never be as separable from the editorial matter as print is—so the tv advertiser must always have some control over just what editorial content his product is associated with," Mr. Cunningham said.

Point No. 3 in the Cunningham program for improvement of tv called for an activation of a nationwide channel for non-commercial educational television—a goal he set for the '60s. Once the project is going, he said, the skilled merchandising techniques of admen will be needed to sell the advantages of educational tv to the masses. #

Compton Appoints Three

Bert Mulligan, previously head time buyer at Compton Advertising, New York, has been transferred to the radio-tv program department, where he will specialize in tv programming. Robert Liddel, a member of the media staff at Compton, has been named to replace Mr. Mulligan as head time buyer. Graham Hay, of the media staff, has been promoted to associate head time buyer.

grow with OKLAHOMA!



OKLAHOMA CITY

Oklahoma City is one of the fastest growing cities in the United States! Get growth in your sales with a solid selling campaign in The Daily Oklahoman and Oklahoma City Times, the advertising media giving you the most effective coverage of the most of the state.

The Oklahoma Market...and Oklahoman and Times Coverage

	26 County ABC Retail Trading Zone (including Metro Oklahoma City)	% of State	58 County Greater Oklahoma City Market Area	% of State
Population	1,110,200	47.9%	1,575,000	67.9%
Households	339,440	48.4%	480,000	68.5%
Total Retail Sales	$1,301,325,000	55.0%	$1,718,777,000	67.6%
Food Sales	$ 307,682,000	49.3%	$ 421,104,000	67.4%
Drug Sales	$ 48,941,000	52.0%	$ 63,925,000	68.0%
Auto Sales	$ 263,279,000	47.3%	$ 362,992,000	65.3%
Consumer Spendable Income	$1,782,977,000	49.1%	$2,392,477,000	65.9%
OKLAHOMAN AND TIMES COVERAGE		% of family Coverage		% of family Coverage
Daily Combined Circulation	226,612	66.8%	266,407	55.5%
Sunday Circulation	183,726	54.0%	227,468	47.4%

Sources: SRDS Consumer Market Date 7/1/58 - 7/1/59. Circulation Sept. 30, 1959. Publishers Statement, Par. 13 (Subject to ABC audit).

grow with OKLAHOMA
TOTAL CIRCULATION
Daily Combined 278,635
Sunday 248,429
Sept. 30, 1959 Publisher's Statement, Par. 13, Subject to ABC Audit.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company Represented by The Katz Agency

from "PSYCHIATRY—THE TROUBLED SCIENCE," in the February 2, 1960, LOOK

Not playfully but in panic,
she hides her face from imagined horrors.
Neurotic at six, she is one
of America's 17 million mentally ill.
LOOK captures this torment of the many
by showing the anguish of a few—
a fear-wracked child...
a hostile teenager...
an emotionally-disturbed criminal.
Their problems, treatment, prospects come
alive with personal impact in the current
LOOK, *the exciting story of people.*

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

FTC Not Quibbling on 'Flavor Gems,' Artificial Sandpaper TV Ads: Murphy

(Continued from Page 3)

without impeaching the claims made for the product.

Two of last week's complaints (AA, Jan. 18) have been featured in recent discussion, both of them complaints against clients of Ted Bates & Co.

In one instance, FTC complained Colgate-Palmolive misrepresented Palmolive Rapid Shave in a commercial which purports to demonstrate "moisturizing" action by shaving sandpaper. The complaint stressed that a "mockup" composed of glass or Plexiglass, with sand applied, had been substituted.

■ Another complaint that has promoted some discussion involved a film which shows "flavor gems" on Standard Brands' Blue Bonnet margarine. Here, the commission said, the size of the "gems" was magnified, and a non-volatile liquid had been applied as a substitute for "moisture drops."

"We are fully aware of the position that the commission takes with respect to the need for props which withstand the heat of tv lights, or which photograph to provide a more attractive picture," Mr. Murphy said.

In the Palmolive case, he contended, the substitute of the Plexiglass mockup went beyond this requirement and imparted qualities which are not true representations of the product's moisturizing action when used in shaving.

As for the "flavor gems" on Blue Bonnet, he said, FTC is less concerned about the substitution of a non-volatile liquid than it is about the fact the presence of "flavor gems" is not determinative of the flavor or quality of either margarine or butter.

■ Other commission people reiterated similar views.

"The public has a clear idea of how hard it would be to shave sandpaper," one of them said. "When the Plexiglass mockup was substituted, it was much easier to shave, but the public was told it was witnessing a demonstration of the moisturing action of Palmolive. This was not a true demonstration of moisturing action, and it imparted to the viewer a quality which was not actually proven."

The complaints in both cases contained charges which went beyond the visual demonstration techniques, FTC people point out. After charging that Plexiglass was substituted for sandpaper in the Palmolive Rapid Shave commercial, the complaint declared: "Said demonstration does not prove the moisturizing properties of Palmolive Rapid Shave, in actual use for shaving purposes."

The Blue Bonnet complaint contained three specifications: (1) The moisture drops of "flavor gems" illustrated are magnified in size; (2) the moisture drops shown in the television demonstration are not moisture drops produced in oleomargarine of Standard Brands and butter, but are in fact drops of a non-volatile liquid applied to the surface of these products for the purpose of the demonstration; and (3) the presence of moisture drops or "flavor gems" is not determinative of the flavor and quality of either respondent's product or butter. On the contrary, the presence of visible moisture in butter and oleomargine is undesirable and sought to be avoided by the industry."

■ FTC people took the position that in the other two instances—the complaints against Alcoa wrap and Pepsodent—the FTC couldn't possibly be accused of quibbling over staging techniques, as that is not what was involved in either of these two cases.

In the case of Alcoa wrap, FTC said, the complaint was that the "ordinary" foil around the ham had been crumpled and torn before the picture was taken, whereas the Alcoa wrap had not been treated in the same manner. As for the Pepsodent commercial, the FTC's quarrel here was with the product claim—that Pepsodent would remove all tobacco stain—not with the manner in which the demonstration was conducted. #

IT'S
BACON'S
for
COMPLETE
COVERAGE
of
MAGAZINES!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST
Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

Schmidt Heads Marketing in Black & Decker Revamp

In line with expansion of its sales and marketing activities, Black & Decker Mfg. Co., Towson, Md., has appointed Joseph H. Schmidt Jr. director of marketing services, which include products planning managers of the industrial-automotive and hardware divisions; advertising department, market research department, customer service department and field warehouses. Mr. Schmidt was formerly Boston district manager of the company's industrial-automotive division.

Other appointments include Glen H. Treslar, formerly eastern regional sales manager, as general sales manager of the industrial-automotive division; and Malcolm D. Mooers, formerly New York district manager of the hardware division, as general sales manager of the division. John P. Spain will continue as head of the product service division.

Quinn to Rank Audio Plastics

Matthew B. J. Quinn, formerly an account executive at McCurry, Henderson, Enright, Norfolk, Va., has been named director of sales of Rank Audio Plastics, 25 W. 56th St., New York. The recently formed company makes plastic records, in minimum orders of 5,000, for advertising and sales promotion premiums.

Five Join ABC Radio

ABC Radio, New York, has signed as new affiliates WWIZ, Lorain, O.; KDXE, North Little Rock, Ark., and WICO, Salisbury, Md. Re-affiliating with the network are WALB, Albany, and WRLD, West Point, Ga. All are former independents.

Eisele Joins Erwin Wasey

Robert F. Eisele has joined the Philadelphia office of Erwin Wasey, Ruthrauff & Ryan as a public relations account executive. Mr. Eisele was formerly assistant advertising manager of E. F. Houghton & Co.

'House & Garden' Adds Office

House & Garden has opened a Cleveland office at 1501 Bulkley Bldg. with Raymond J. Biesmeyer, former manager of the magazine's Chicago office, as manager. Jay Embich of the Chicago sales staff succeeds Mr. Biesmeyer.

to Florida...

There's **WJXT** in Jacksonville, where the most alluring figures are everyday statistics! WJXT starts out with well over double the county coverage in Northeast Florida and South Georgia...and goes on to all but monopolize the Nielsen ratings, in all time periods, inside Jacksonville, outside Jacksonville, any way you figure it.

Example: 166 out of 168 quarter-hour wins between 6 p.m. and midnight! Compare any category; you'll find there's more, *much more* to WJXT.

WJXT 4
JACKSONVILLE, FLORIDA
Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:
WJXT *Channel 4, Jacksonville, Florida* **WTOP Radio** *Washington, D.C.* **WTOP-TV** *Channel 9, Washington, D.C.*

and only ONE can give you TOTAL Coverage in the PONTIAC AREA

In an area of 283,000 people, 76% take THE PONTIAC PRESS daily. Be sure and see the comprehensive new study on home coverage in Pontiac!

Total Selling needs
Total Coverage
In Pontiac, Total Selling
Means The Press

THE PONTIAC PRESS
PONTIAC • MICHIGAN

Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit
Doyle & Hawley, San Francisco and Los Angeles

This Week in Washington . . .

Mint Case Seen as New Test of FDA Power to Act on Deceptive Packaging

By Stanley E. Cohen
Washington Editor

WASHINGTON, Jan. 21—Even the lawyers are learning new techniques these days. So the Food & Drug Administration has decided that the time has come for another stab at enforcing the long-neglected federal laws against deceptive packaging.

As a test case, FDA months ago seized a shipment of Delson's thin mints. During a trial in the federal district court in Newark last week, FDA argued the product was deceptively packaged so that consumers assumed they were getting many more mints than they actually received.

The significant thing about the Delson case is the technological progress in courtroom tactics since FDA's efforts to enforce the deceptive packaging law were bounced out of court in the early 1940s.

In those days FDA would go before the judge and report that a package was entirely too big, considering what it contained. Three times in a row judges looked at the weight disclosure on the label and became hard to convince.

"I am not interested in the opinion of government officials," FDA was told. "I need proof that the public has been deceived."

■ In effect, FDA was having the same kind of an experience that the Federal Trade Commission has when it tries to enforce laws against deceptive advertising. A package or an ad means one thing to a particular man—or judge—and another thing to another.

Having been slapped down several times, FDA decided there was more profit in cases where scientists can be called to testify on the exact potency of a drug. Since the early days of World War II it has concentrated on cases involving the effectiveness or purity of a product, and trod with exceeding care in those situations where the offense was purely "economic."

In all those years, FDA made no effort to get another test of the deceptive packaging laws. It agreed—with almost a sigh of relief—to let the Federal Trade Commission have primary responsibility for cases involving false advertising.

■ More recently, however, the legal technicians began displaying more optimism about their chances of making a "slack fill" case stick. A whole new generation of lawyers has been born; and they brim with confidence that recent improvements in the state of the legal art arm the prosecutor with weapons which are at last equal to those which are available to the defense.

As the test case, the package of Delson Thin Mints appeared to fit their needs. It has false ends and two hollow dividers and is packaged with foil which prevents the purchaser from actually counting the contents. The weight of the contents is specified to be 10 oz., but FDA investigators estimated the package—without dividers—would hold 10 or 11 more mints.

1960-model FDA lawyers approached the Delson case with 1960-model legal methods. They hired Dr. Roy C. Heckman, Psychological Service of Pittsburgh, to get consumer reaction to Delson's package, and they had FDA's field staff do some interviewing on its own. Their witness list in court last week included four consumers who told the judge they had been misled.

It also included a buyer for S. S. Pierce Co., spokesmen for two competing manufacturers (including A&P), and a spokesman for the Deran Confectionery Co., Cambridge, Mass., who told the judge his company originally asked FDA to look into the situation.

■ Among the most important of the FDA witnesses was James W. Andrew, a packaging consultant. In the past, a major defense entered in deceptive packaging cases was the claim that the big package was necessary to prevent breakage or spoilage. On deck for the Newark trial was Mr. Andrew, with test information showing that Delson's big package provided less protection than smaller packages used for similar competing products.

If the Delson case ultimately ends in an FDA victory, these same legal techniques will be used in many other fields where FDA feels packaging is getting out of hand.

Admittedly packaging isn't the problem it was 20 years ago, when the "slack fill" section of the food, drug and cosmetics law was passed.

Business men have been cooperative in cleaning up packaging problems in such fields as toothpaste, spices and olives. Through its day-to-day contact with members of the food, drug and cosmetics industry, FDA has exerted substantial influence toward elimination of deceptive packages and deceptive labeling.

■ FDA chief George Larrick has expressed concern, however, that there has been noticeable "backsliding" on packaging in recent years. On more than one occasion he has made it clear that FDA is interested in a good test case to determine, with finality, whether these laws are enforceable.

If FDA succeeds in making a "deceptive packaging" case stick, there will be some busy days ahead. With its many other duties, the agency is really too busy to mount anything resembling an all-out offensive on a fringe problem like this. But it will find time and manpower to take on the most flagrant offenders; and of course the threat of litigation will become a powerful bargaining point during informal discussions of more marginal situations.

Some of the most likely cases for deceptive packaging litigation have been spotted in such areas as breakfast foods, nuts and cookies. Soaps would be on the list, too. But Congress obligingly inserted a rider in the 1938 food, drug and cosmetics law specifically giving the soap industry immunity. #

LAA Names '60 Officers

The League of Advertising Agencies has elected officers for the 1960 term. They are: Alfred J. Siesel, president of Harold J. Siesel Co., as president; Theodore H. Bernstein, Lester Loeb and William G. Seidenbaum as vps; Ysobel Sandler, secretary; and Leonard E. Janklow, treasurer.

Compton Boosts Howell

Compton Advertising has appointed Robert S. Howell a vp and manager of tv-radio programming and production in its Los Angeles office. Mr. Howell has been a production supervisor with the agency for the past four years.

Market Dynamics Formed

Opinion Research Corp., Princeton, N.J., and Field Research Co., San Francisco, have formed a new company, Market Dynamics Inc., to provide a continuous national audit of gasoline sales.

. . . Tomorrow I start the cure. But today . . . today I celebrate . . . just bought Adventure Radio, WERE, Cleveland . . . the station all the big Cleveland shuper . . . 'scuse me . . . supermarkets buy . . . like Fisher Foods . . . Kroger's, Pick-N-Pay, and A & P. Heard that local boys make good on WERE, Cleveland. Speaking of locals . . . just put me on the 5:20 boys, I'll make it from there. WERE Adventure Radio in Cleveland.

WERE

REPRESENTED BY VENARD, RINTOUL, AND McCONNELL, INC.

*

"Our four-color campaign in The New Yorker demonstrates the magazine's ability to intrigue its readers . . . many people tell us they have gone to Puerto Rico because of our New Yorker advertising. The magazine stimulates not only travel, but trade and business for Puerto Rico as well."

Advertising Director
Economic Development Administration
Commonwealth of Puerto Rico

THE NEW YORKER MAGAZINE

Gatica Zea Cortes

PRINCIPALS—*Lucho Gatica, the star, Jim Zea, the producer, and Fernando Cortes, the director, smile for the camera man during shooting of the Ford show.*

Cortes Widlund Gatica Zea

ON LOCATION—*Lucho Gatica, star of "La Hora Estelar," poses with Fernando Cortes, director, Jim Zea, producer, and Don Widlund, vp of J. Walter Thompson Co., during shooting of commercials for the 1960 Ford.*

ON THE SET—*Two cameras shoot the opening scene of "La Hora Estelar" at Churubusco Studios.*

Ford TV Special Startling Novelty in Latin America

NEW YORK, Jan. 19—The first hour-long Spanish language television "special" has been presented to Latin American viewers by Ford Motor Co. and its agency, J. Walter Thompson Co.

The show, "La Hora Estelar" ("The Star Hour"), was used by Ford to introduce its 1960 line of automobiles in Puerto Rico, Venezuela, Peru, Panama, El Salvador, Guatemala and Cuba.

Ford also may sponsor the show in Colombia, Argentina, Brazil, Dominican Republic, Honduras and Nicaragua.

Produced by CRT Productions, New York, at Mexico City's big well-equipped Churubusco Studios, "La Hora Estelar" has been hailed as a significant breakthrough in Latin American programming by station owners in the seven markets where it has already been shown.

Ford and JWT are so delighted with the reactions that they are now planning further productions of this kind.

■ "La Hora Estelar" is a lavish musical variety show along the lines of the "Startime" productions Ford is currently sponsoring here on NBC-TV. It has 12 production numbers, a cast of more than 100 and, as its headliner, the Chilean singing star, Lucho Gatica, one of the most popular entertainers in Latin America.

It cost approximately $75,000 to produce the show in Mexico. A similar production here would cost in the neighborhood of $300,000, according to James Zea, CRT president, who was the producer on the show.

Even so, $75,000 is an astronomical budget for a Latin American tv program. Ford's total time costs in the seven markets where the show has run have been far less.

■ Don Widlund, JWT vp who supervised the production for the agency, points out, however, that Ford has been able to spread the costs of production over a number of markets. The scarcity of good local programming is a problem for all countries with tv facilities. In most cases, the potential audience within one country simply is not large enough to justify an elaborate high-budget production.

Ford backed "La Hora Estelar" with advertising on radio, in newspapers, on movie theater screens and at point of sale locations. Lucho Gatica himself made a series of radio jingles, a television commercial and a one-minute color film used as a trailer in movie theaters. Gatica sang the Ford song during these commercials.

Unfortunately, the commercials on the show had to be shot against U. S. backgrounds, because Ford could not get 1960 models to Mexico City in time.

■ Mr. Zea, onetime broadcast director of National Export Advertising Service, believes "La Hora Estelar" may set a new pattern in Latin American television. He told ADVERTISING AGE:

"Television audiences throughout Latin America are entertainment starved. Program schedules are filled with poorly produced live shows and with dubbed versions of U. S. syndicated films which were not very good to begin with.

"There are only 2,500,000 tv sets in 15 Latin American countries against a population of 175,000,000. And television in many of these countries is as old as it is in the U. S. Clearly, the development of the medium has been greatly inhibited by weak programming." #

FORD STARS—*Lucho Gatica, Latin American singing star who actually is a dentist, plays scene from "La Hora Estelar" with Mapita Cortes, who represented Puerto Rico in the 1957 "Miss Universe" contest.*

Bolling Adds Detroit, Atlanta

Bolling Co., New York, radio-tv station representative, has opened new branches in the Detroit and Atlanta areas, bringing its total number of offices to 12. Larry Gentile, formerly general manager and sales director at WXYZ-FM, Detroit, is in charge of the Detroit office, at 1761 First National Bldg. The Atlanta area office, located at 2121 Trailmark Drive, Decatur, Ga., is managed by Don Naylor, previously an account executive at Burke Dowling Adams, Atlanta.

Denver Studebaker Buys Show

Denver Studebaker-Packard Dealers Assn., Denver, will sponsor "This Week in Sports," a weekly 15-minute television sports review, in 15 markets in the mountain states starting in mid-February. The weekend show features Marty Glickman covering major sports events. The buy was made through D'Arcy Advertising Co.

ABC-TV Promotes Two

William H. Lynn Jr., previously director of program planning at McCann-Erickson, has been named to the new post of director of program development and supervision in the western division at ABC-TV, New York. Carmine Patti, formerly an account representative in the network's station clearance department, has been appointed a regional manager in the station relations department.

'Farm Journal' Names Kouba

Frank H. Kouba will join the Chicago advertising sales office of the *Farm Journal* on Feb. 1, as associate manager. Mr. Kouba is a vp of Klau-Van Pieterson-Dunlap, Milwaukee agency.

Videotape Names Verschoor

George Verschoor, previously a member of the commercial service department at Videotape Productions of New York, has been appointed an account executive on the sales staff.

SWINGLES. CUSTOM MADE ONLY $58 U.S. only
the JINGLE MILL
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.
Put this record to work for you. Write, wire or call
THE JINGLE MILL
201 W. 49 St., N.Y. 19, N.Y. PLaza 7-5730

TRENTON TOPS THE DELAWARE VALLEY

Trenton, 30 miles above Philadelphia, spends more per household on food, furniture, clothing, cars than any other DelVal city.*

AND THE TIMES IS TOPS IN TRENTON!

The Trenton Times is Trenton's dominant daily, hands down. It covers 73% of metropolitan area households, 96% of City Zone. Beats the Trenton coverage of Philadelphia papers 10 times over.†

*Market figures from Sales Management's Survey of Buying Power, 1959
†Coverage figures from ABC audits

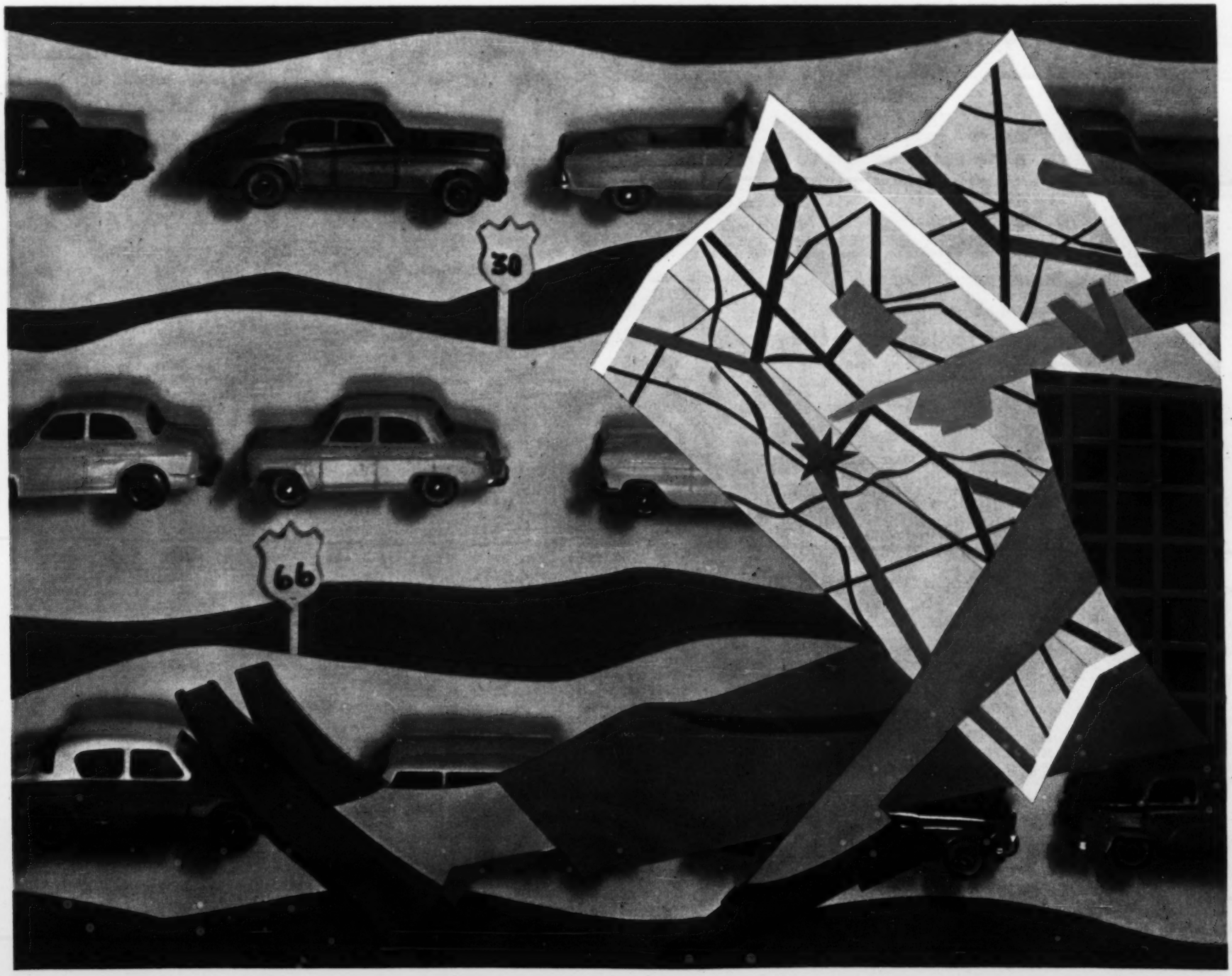
TRENTON TIMES
Represented by SAWYER-FERGUSON-WALKER CO.
New York • Philadelphia • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

WHEN YOU'RE **SELLING CARS**—REMEMBER

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News has been a consistent leader in new passenger car advertising for many years. Why? Because the Daily News is read by the families who buy new cars—whose median income is $1070 a year higher than Metropolitan Chicago as a whole. The Daily News median adult reader also spends at least 35% more time with his paper than readers of the other Chicago dailies.



Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

December Figures

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958
General Farm Publications (December)										
American Agriculturist (sm)	23.0	21.8	385.2	379.2	16,720	12,572	280,393	276,901	15,009	14,284
Arizona Farmer-Ranchman (bw)	44.9	45.8	731.6	828.5	33,971	34,688	553,157	626,361	32,815	33,098
California Farmer: (bw)										
#Northern Edition	33.8	30.2	539.2	583.5	17,414	16,473	405,557	437,647	16,602	15,455
#Southern Edition	33.1	32.6	509.1	572.6	17,018	17,764	382,800	422,605	16,206	15,990
Average 2 Editions	33.4	31.4	524.1	578.0	17,216	17,118	394,178	430,126	16,404	15,722
†Farm Quarterly (q)	——	——	390.3	326.1	——	——	180,318	151,658	——	——
New England Homestead (sm)	14.5	19.0	346.1	395.1	10,134	13,513	242,288	276,533	6,833	9,036
Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	19.1	17.6	443.5	456.5	14,439	13,321	335,276	345,162	13,403	12,192
The Oregon Farmer	18.5	16.9	404.5	422.8	14,063	12,752	305,790	319,609	12,986	11,623
The Utah Farmer	17.4	17.8	436.6	442.7	13,154	13,457	330,065	334,675	11,850	12,328
The Washington Farmer	19.4	17.6	413.5	449.6	14,698	13,278	312,569	339,876	13,595	12,149
Pennsylvania Farmer (sm)	17.6	17.1	517.3	476.6	13,547	13,121	397,287	366,015	10,262	9,919
††Rural New-Yorker: (sm)										
New York-New England Ed.	14.6	15.3	325.5	155.2	11,114	11,995	252,311	121,599	8,583	9,335
Penn.-N.J.-Delmarva Ed.	12.3	14.3	288.8	143.5	9,391	11,352	221,661	112,611	6,860	8,863
Weekly Star Farmer: (w)										
#Kansas Edition	7.8	8.0	191.5	187.3	19,273	19,939	471,865	461,519	6,925	8,327
#Missouri Edition	7.9	8.1	208.5	194.5	19,420	20,146	513,770	479,244	7,525	8,258
#Okla.-Ark. Edition	6.7	6.5	168.4	164.2	16,443	16,234	415,117	404,517	6,511	6,383
Average 3 Editions	7.5	8.2	189.5	182.0	18,379	18,773	466,917	448,427	6,987	7,656
Total Group	242.2	242.8	5,396.5	5,235.8	186,826	185,940	4,272,210	4,149,553	155,587	156,205
Farm Organizations & Education (December)										
Iowa Farm Bureau Spokesman (w)	45.8	50.2	603.4	589.7	46,485	50,953	612,047	598,313	43,540	48,070
Washington Grange News: (sm)										
#East Edition	8.7	7.6	158.0	157.6	9,457	8,316	171,818	171,320	9,170	7,952
#West Edition	8.3	7.6	149.7	152.1	9,051	8,281	162,554	165,158	8,764	7,917
Average 2 Editions	8.5	7.6	153.7	154.9	9,254	8,298	167,050	168,232	8,967	7,934
Total Group	54.3	57.8	757.1	744.6	55,739	59,251	779,097	766,545	52,507	56,004
Dairy & Livestock (December)										
†Corn Belt Farm Dailies: Chicago Daily Drovers Journal	25.2	28.6	413.4	415.0	54,378	60,980	883,670	883,022	29,987	31,567
Kansas City Daily Drovers Telegram	21.6	25.5	400.6	408.6	46,519	54,317	856,567	869,408	25,247	24,899
Omaha Daily Journal-Stockman	27.2	31.6	469.2	461.6	58,560	67,158	1,003,758	982,173	35,487	40,945
St. Louis Daily Livestock Reporter	19.2	21.6	319.0	298.9	41,465	45,900	682,158	636,065	23,840	25,393
Dairymen's League News (bw)	9.7	11.5	202.0	193.0	7,093	8,365	147,097	140,531	6,439	7,728
††Western Livestock Reporter (w)	25.3	39.5	392.1	437.2	34,003	44,240	519,887	520,328	7,602	15,498
Total Group	128.2	158.3	2,196.3	2,214.3	242,018	280,960	4,093,137	4,031,527	128,602	146,030
Poultry (December)										
Georgia Poultry Times (w)	36.9	28.2	385.0	363.9	39,494	30,184	369,228	328,800	34,132	23,336
The Poultryman: (w)										
Dixie Edition	15.8	15.5	181.6	192.8	17,161	16,802	197,072	209,174	8,404	8,946
National Edition	13.2	15.4	170.8	186.3	14,282	16,732	185,310	202,159	5,623	8,946
New England Edition	18.5	19.7	222.1	229.3	20,047	21,346	241,006	248,861	8,420	12,666
New Jersey Edition	19.6	28.0	275.2	321.6	21,240	29,357	298,611	347,923	10,108	16,114
Total Group	104.0	106.8	1,234.7	1,293.9	112,224	114,421	1,291,227	1,336,917	66,687	70,008
Canadian										
Country Guide (mon)	18.7	20.9	444.6	425.8	13,467	15,072	326,123	306,633	——	——
Family Herald (w)	44.3	58.4	909.8	917.3	43,286	54,949	887,091	894,410	25,597	35,410
Farmer's Advocate & Canadian Countryman (sm)	25.7	32.1	489.5	502.6	17,997	22,497	342,621	351,789	10,491	14,484
Free Press Prairie Farmer (w)	72.7	63.7	1,112.9	1,089.4	76,349	66,977	1,168,562	1,143,964	29,490	23,684
Le Bulletin des Agriculteurs (mon)	23.7	26.4	606.4	622.1	16,576	18,469	424,484	435,484	16,576	18,469
†Western Producer (w)	43.4	35.3	703.2	657.8	46,476	37,784	752,551	703,903	24,410	20,668
Total Group	228.5	236.8	4,266.4	4,215.0	214,151	215,748	3,901,432	3,836,183	106,564	112,715

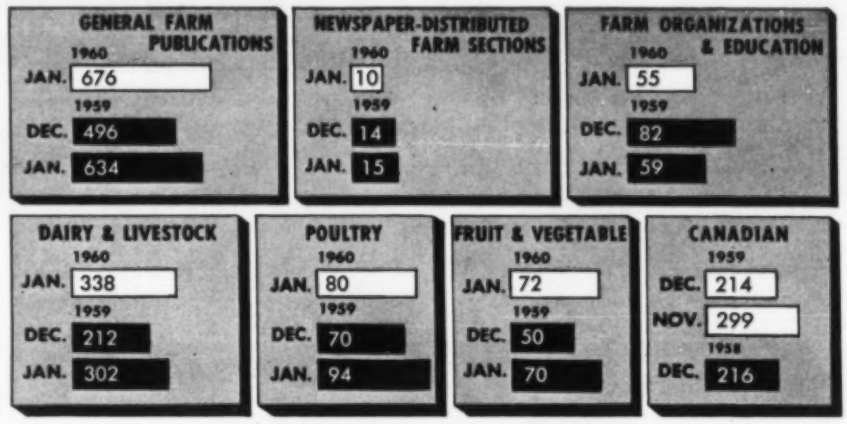
#Not included in totals. †Published quarterly in March, June, September and December; cumulative figures shown for December issue. ††Changed from 784-line page to 764-line page July 1959.

†Changed from 2,128-line page to 2,156-line page September 1959. ††Changed from 1,120-line page to 1,344-line page February 1, 1959.

†Five issues December 1959; four issues December 1958.

Farm Linage Trend

Figures in Thousands

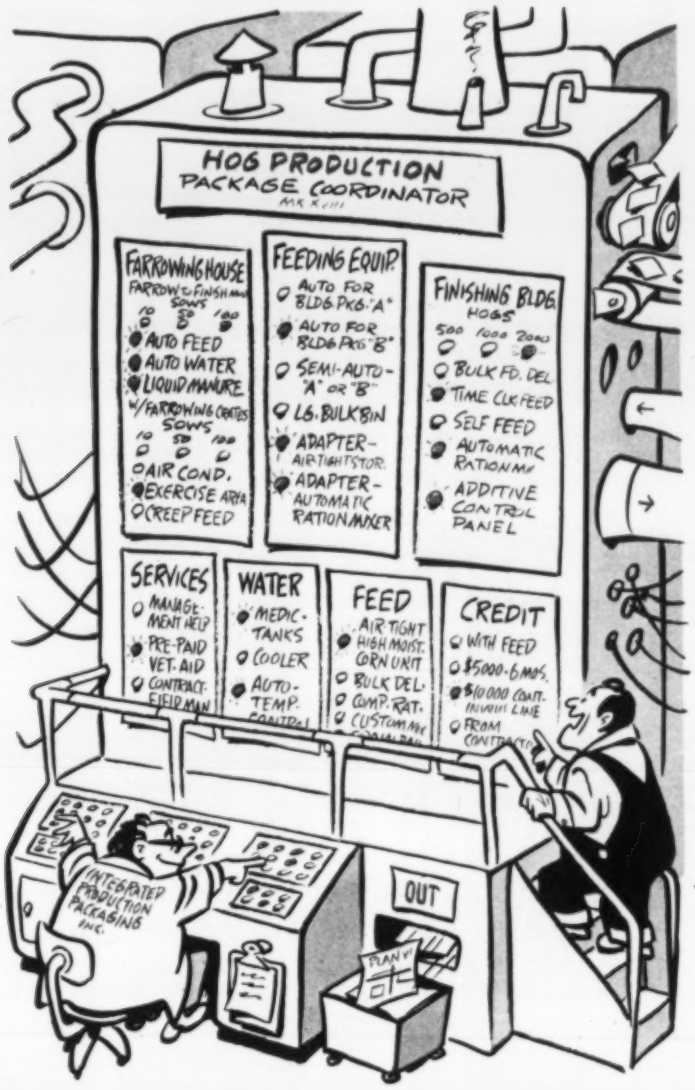


January Figures

	Total Advertising, in Pages		Total Advertising, in Lines		Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959	Jan. 1960	Jan. 1959
§General Farm Publications (January)						
Arkansas Farmer: (mon)						
#Delta Edition	15.3	9.0	11,571	6,833	10,971	5,834
#Western Ed.	12.7	9.0	9,623	6,833	9,023	5,834
Average 2 Editions	14.0	9.0	10,597	6,833	9,997	5,834
Capper's Farmer (mon)	23.7	36.8	10,182	15,799	8,919	14,570
Colorado Rancher & Farmer (sm)	36.3	17.8	27,473	13,471	25,933	12,211
Dakota Farmer (sm)	41.6	40.3	32,622	31,581	31,210	29,590
†Electricity on the Farm (mon)	5.2	7.1	1,807	2,457	——	——
Farm & Ranch—Southern Agriculturist: (mon)						
#Southeastern Edition	30.4	32.8	13,044	14,075	11,074	11,836
#Southwestern Edition	29.7	30.7	12,553	13,189	10,220	10,743
Average 2 Editions	30.0	32.0	12,853	13,730	10,741	11,410
Farm Journal: (mon)						
#Central Edition	80.3	48.3	34,438	20,725	32,377	22,993
#Eastern Edition	67.6	54.8	29,005	23,491	26,944	21,223
#Southern Edition	51.7	46.8	22,195	20,061	20,134	17,793
#Western Edition	63.6	59.3	27,271	25,425	25,210	23,157
Average 4 Editions	65.8	53.6	28,227	22,993	26,166	20,725
The Farmer (sm)	66.5	63.6	52,169	49,901	46,374	42,768
††Farmer-Stockman: (mon)						
#Oklahoma Ed.	28.4	29.8	21,582	12,783	19,046	11,436
#Texas Edition	29.8	28.7	22,619	12,310	19,513	10,963
Average 2 Editions	29.1	29.2	22,101	12,546	19,280	11,200
Georgia Farmer: (mon)						
#North Edition	11.8	8.0	8,954	6,077	8,078	4,777
#South Edition	12.9	9.5	9,710	7,204	8,834	5,904
Average 2 Editions	12.3	8.8	9,332	6,640	8,456	5,340
*Indiana Farmer (mon)	15.5	10.3	12,166	8,060	10,696	6,391
Kansas Farmer (sm)	19.1	14.4	14,514	10,933	18,871	14,748
Kentucky Farmer (mon)	16.4	14.9	12,817	11,644	11,601	10,653
Michigan Farmer (sm)	48.9	43.3	37,584	33,248	32,427	28,370
Minnesota Farmer (mon)	11.4	11.4	8,961	8,964	8,177	8,376
Mississippi Farmer: (mon)						
#Delta Edition	12.5	4.9	9,457	3,697	8,999	3,061
#Eastern Edition	10.8	4.9	8,112	3,697	7,654	3,061
Average 2 Editions	11.6	4.9	8,785	3,697	8,327	3,061
Missouri Ruralist (sm)	29.4	27.0	22,322	20,488	19,281	16,035
Montana Farmer-Stockman (sm)	53.5	38.2	40,283	28,872	30,856	21,382
Nebraska Farmer (sm)	64.3	112.4	48,620	85,040	37,522	68,529
New Jersey Farm & Garden (mon)	32.0	26.0	14,342	11,685	11,920	8,668
New Mexico Farm & Ranch (mon)	18.1	12.2	13,650	9,229	13,552	9,075
Ohio Farmer (sm)	57.4	63.7	44,120	48,953	37,753	43,390
Prairie Farmer: (sm)						
#Illinois Edition	72.8	71.6	52,974	52,110	44,374	42,550
#Indiana Edition	70.4	67.6	51,248	49,200	42,648	39,640
Average 2 Editions	71.6	69.6	52,111	50,655	43,511	41,095
Progressive Farmer: (mon)						
#Carolina-Va. Ed.	55.9	46.6	38,008	31,666	35 419	29,119
#Ga.-Ala.-Fla. Ed.	56.9	47.1	38,672	32,036	35,872	29,290
#Ky.-Tenn.-W. Va. Ed.	50.1	44.2	34,034	30,077	31,597	27,856
#Miss.-La.-Ark. Ed.	48.1	43.7	32,720	29,745	30,220	27,284
#Texas Edition	47.0	45.7	31,963	31,094	28,968	27,647
Average 5 Editions	51.6	45.5	35,079	30,924	32,415	28,239
Southern Planter (mon)	27.3	17.9	19,137	12,540	18,373	11,576
Successful Farming (mon)	56.4	55.9	25,385	25,177	24,621	24,277
Tennessee Farmer & Homemaker (mon)	10.7	11.1	8,367	8,664	7,535	7,769
Wallaces' Farmer (sm)	83.1	80.5	65,177	63,085	53,466	51,737
**Western Crops & Farm Management (mon)	22.6	14.9	9,703	6,587	9,703	6,587
Western Farm Life: (sm)						
#Regular Edition	26.3	22.0	20,658	17,324	9,465	9,157
#Colorado Edition	36.6	51.6	28,739	40,473	17,546	22,079
Average 2 Editions	31.5	36.8	24,698	28,898	13,505	15,618
Wisconsin Agriculturist & Farmer (sm)	51.8	47.1	38,756	35,432	40,609	36,940
Wyoming Stockman-Farmer (mon)	39.3	38.8	30,212	29,386	22,879	21,574
Total Group	1,148.0	1,095.0	794,152	748,112	694,676	637,738
Newspaper-Distributed Farm Sections						
Iowa Farm & Home Register (mon)	9.6	15.2	9,587	15,263	9,427	14,888
§Farm Organizations & Education (January)						
Agricultural Leaders' Digest (mon)	8.9	10.8	3,858	4,646	3,858	4,646
Better Farming Methods: (mon)						
#Eastern Edition	10.9	——	4,699	——	4,240	——
#Central Edition	12.8	——	5,510	——	5,081	——
#Southern Ed.	11.9	——	5,098	——	4,669	——
#Western Edition	10.9	——	4,669	——	4,240	——
Average 4 Editions	11.6	15.2	4,987	6,532	4,553	6,103
California Farm Bureau Monthly (mon)	10.1	9.7	7,612	7,364	7,207	7,042
Cooperative Digest (mon)	3.5	3.5	1,470	1,470	1,470	1,470

§Because January figures for some publications were unavailable as this issue went to press this group is broken into a January section and a December section for this month only. #Not included in totals. †Changed from 357-line page to 345-line page January 1959. ††Changed from 428-line page to 760-line page February 1959. *Formerly known as Indiana Farmer's Guide. **Formerly known as Farm Management.

(Continued on Page 42)



Farmer of the future

Within the next decade U.S. farmers will feed an exploding population, 25% higher than today. Farms will be much larger; in the Corn Belt from 300 to 500 tillable acres, representing a capital investment of $200,000 and up. As farm size increases, there will be a greater dependence on mechanization, with special emphasis on materials handling machinery.

According to the experts, the farmer will become more of a "manufacturer," assembling "packages of technology" produced by others on a custom basis. The farmer will learn to use vast amounts of credit, buy and produce to more exact specifications, avail himself of established services. Farm supply organizations will be larger, more specialized and offer more service with their products.

To chart the coming revolutionary changes in agriculture, SUCCESSFUL FARMING has called on some of the country's leading agriculture experts, for a series of articles titled "Blueprint for Farming in the 1960's," so SF subscribers can see their future more clearly and plan accordingly.

This series is a continuation of the service that SUCCESSFUL FARMING started in 1902—to help SF farmers plan better, work better, learn more and live better. Such SF service to farmers and farm families has given SUCCESSFUL FARMING a degree of influence with its market that no other medium can match.

The country's best farmers are one of today's choicest class markets. SF subscribers had an estimated cash farm income of $12,120 in 1958; and have averaged around $10,000 for more than a decade. If you are looking for quality customers, SUCCESSFUL FARMING can find them for you quickly and cheaply. Any SF office can give you the details.

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.

Successful Farming

. . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

	Total Advertising, in Pages Jan. 1960	Total Advertising, in Pages Jan. 1959	Total Advertising, in Lines Jan. 1960	Total Advertising, in Lines Jan. 1959	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Jan. 1960	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Jan. 1959
County Agent & Vo-Ag Teacher (mon)	28.7	35.2	12,316	15,079	12,316	15,079
Michigan Farm News (mon)	2.5	2.1	5,713	5,003	5,217	4,521
Missouri Farmer (mon)	10.9	10.7	4,566	4,493	3,680	3,877
National 4-H News (mon)	13.3	15.8	5,577	6,635	5,577	6,635
Nation's Agriculture (mon)	7.8	8.8	3,495	3,965	——	——
Ohio Farm Bureau News (mon)	11.0	7.1	4,987	3,496	——	——
Total Group	108.3	118.9	54,581	58,683	43,883	49,373

§Because January figures for some publications were unavailable as this issue went to press this group is broken into a January section and a December section for this month only. #Not included in totals.

§Dairy & Livestock (January)

Breeder's Gazette (mon) ..	12.3	12.8	5,271	5,479	3,342	4,842
The Cattleman (mon)	105.8	94.5	44,436	39,694	14,826	14,396
Florida Cattleman (mon)	94.5	73.3	39,723	30,800	13,653	15,344
Hoard's Dairyman (sm) ..	63.0	62.0	45,868	45,166	39,907	39,539
Livestock Breeder Journal (mon)	77.5	55.5	32,592	23,310	2,562	3,206
National Hog Farmer (mon)	20.1	12.3	20,401	12,485	19,540	11,750
National Live Stock Producer (mon) ..	17.4	13.9	12,686	10,118	12,209	9,893
Western Dairy Journal (mon)	34.7	42.3	14,868	18,146	7,081	8,122
Western Livestock Journal: (mon)						
Mts. & Plains Ed.	126.8	111.3	54,408	47,755	12,898	11,635
Pacific Slope Ed.	157.4	161.0	67,508	69,068	18,229	16,764
Total Group	709.5	638.9	337,761	302,021	144,247	135,491

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§Poultry (January)

American Poultry Journal: (mon)						
#Egg Producer Eastern Edition	20.0	29.9	8,565	12,849	4,704	7,346
#Egg Producer Midwest Edition	22.6	29.2	9,685	12,551	5,503	7,814
#Egg Producer Southern Edition	23.7	33.0	10,150	14,177	5,559	8,131
#Egg Producer Pacific Edition	22.6	29.0	9,675	12,401	5,217	7,186
#Broiler Producer Edition	8.2	15.4	3,521	6,585	3,112	6,083
#Turkey Producer Edition	10.5	13.3	4,508	5,700	2,851	1,331
Average 6 Editions	15.6	25.0	7,684	10,711	4,491	6,315
Broiler Growing (mon)	21.7	33.9	9,301	14,556	6,358	11,553
Everybodys Poultry Magazine (mon)	33.9	39.2	14,540	16,829	9,061	10,597
Poultry Tribune: (mon)						
#Eastern Edition	41.4	45.2	17,760	19,394	9,867	12,042
#Midwest Edition	40.3	44.6	17,289	19,124	9,400	12,518
#Pacific Edition	42.6	51.4	18,295	22,059	10,001	13,450
#Southeast Edition	46.9	52.7	20,104	22,628	11,377	13,969
#Southwest Edition	39.3	45.4	16,871	19,498	8,757	11,208
Average 5 Editions	42.1	47.9	18,064	20,540	9,881	12,637
†Turkey World: (mon)						
#Central Edition	71.2	——	30,542	——	17,259	——
#Eastern Edition	69.8	——	29,961	——	16,906	——
#Western Edition	68.7	——	29,471	——	16,191	——
Average 3 Editions	69.9	73.2	29,991	31,409	16,785	17,596
Total Group	183.2	219.2	79,580	94,045	46,576	58,698

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Fruit & Vegetable

American Fruit Grower (mon)	33.5	32.9	14,483	14,212	14,011	13,841
American Vegetable Grower (mon)	27.5	27.3	11,881	11,783	11,575	11,548
California Citrograph (mon)	20.3	19.2	13,608	12,894	13,300	12,642
Florida Grower & Rancher (mon) ..	31.1	27.5	21,131	18,745	19,875	17,391
Western Fruit Grower (mon)	26.2	28.5	11,004	11,970	11,004	11,970
Total Group	138.6	135.4	72,107	69,604	69,765	67,392

NOTE: Vegetable Growers Messenger published bi-monthly; cumulative figures for combined November-December 1959 issue are: pages 1959—59.4, pages 1958—38.4, lines 1959—23,948, lines 1958—16,128.

Admiral Names Lantz to Head New Sales Subsidiary

Admiral Corp., Chicago, has formed a separate subsidiary, Admiral Sales Corp., to conduct sales, service, advertising and promotional activities for all Admiral consumer products. Carl E. Lantz, formerly Admiral vp in charge of sales, has been named president of the new subsidiary.

Other officers of Admiral Sales include Ross D. Siragusa Jr., vp, electronics division; B. H. Melton, vp, appliance division; and Harris Hesketh, vp, branch distributing division.

Niles Names Three VPs

Fred Niles Productions, Chicago, has promoted three members to vp: William E. Harder, vp in charge of production; Edward E. Katz, vp and controller, and Frederick B. Foster, vp and sales manager.

Independent Food Retailers Still Handle 58% of U.S. Volume, Says 'Nargus Bulletin'

CHICAGO, Jan. 19—Despite the growth of chain operations, independent food retailers with one to three stores are still doing 58% of the total volume in the U. S., according to the January issue of *Nargus Bulletin*.

The article also noted that the latest figures from the census of business (1958) show a net decrease of nearly one-third among retail stores in the past ten years.

During that same ten-year period ('48-'58), the *Bulletin* said, total food store sales increased by almost 80%—from $24.7 billion to $44.5 billion.

Total food store sales figures for 1958 showed that independents with one to three stores had 58% of the volume (more than $29 billion); four to ten stores, 3.3% ($1.7 billion); chains—11 or more stores—38.7% (more than $19.4 billion).

Nargus Bulletin is published for members of the National Assn. of Retail Grocers of the U.S. #

Y&R Boosts Charles Feldman to Senior VP, Creative Head

Charles Feldman, vp in charge of the copy department of Young & Rubicam, New York, has been named a senior vp and creative director of the agency. He will continue as director of the copy department.

Charles Feldman

Mr. Feldman joined Y&R in 1931 as a copywriter, was named a copy director in 1942, a vp in 1956 and executive copy director in 1959.

Thayer Joins Dreher

John L. Thayer, previously a producer and production manager of U. S. Productions, tv film producer, has been appointed director of radio and tv production of Monroe F. Dreher Inc., New York. He replaces Harold Weaver Jr., who has not announced his future plans yet.

'True' Boosts Buildword

True has scheduled large-space ads in 50 U.S. and Canadian newspapers to push a $100,000 Buildword contest, starting in its current issue. A similar contest two years ago drew 465,000 entries. Brown & Butcher is handling the newspaper campaign.

PACKAGED PROMOTIONS

Servicing more than 1700 radio stations for national brands

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AL PETKER/GIFTS FOR LISTENERS

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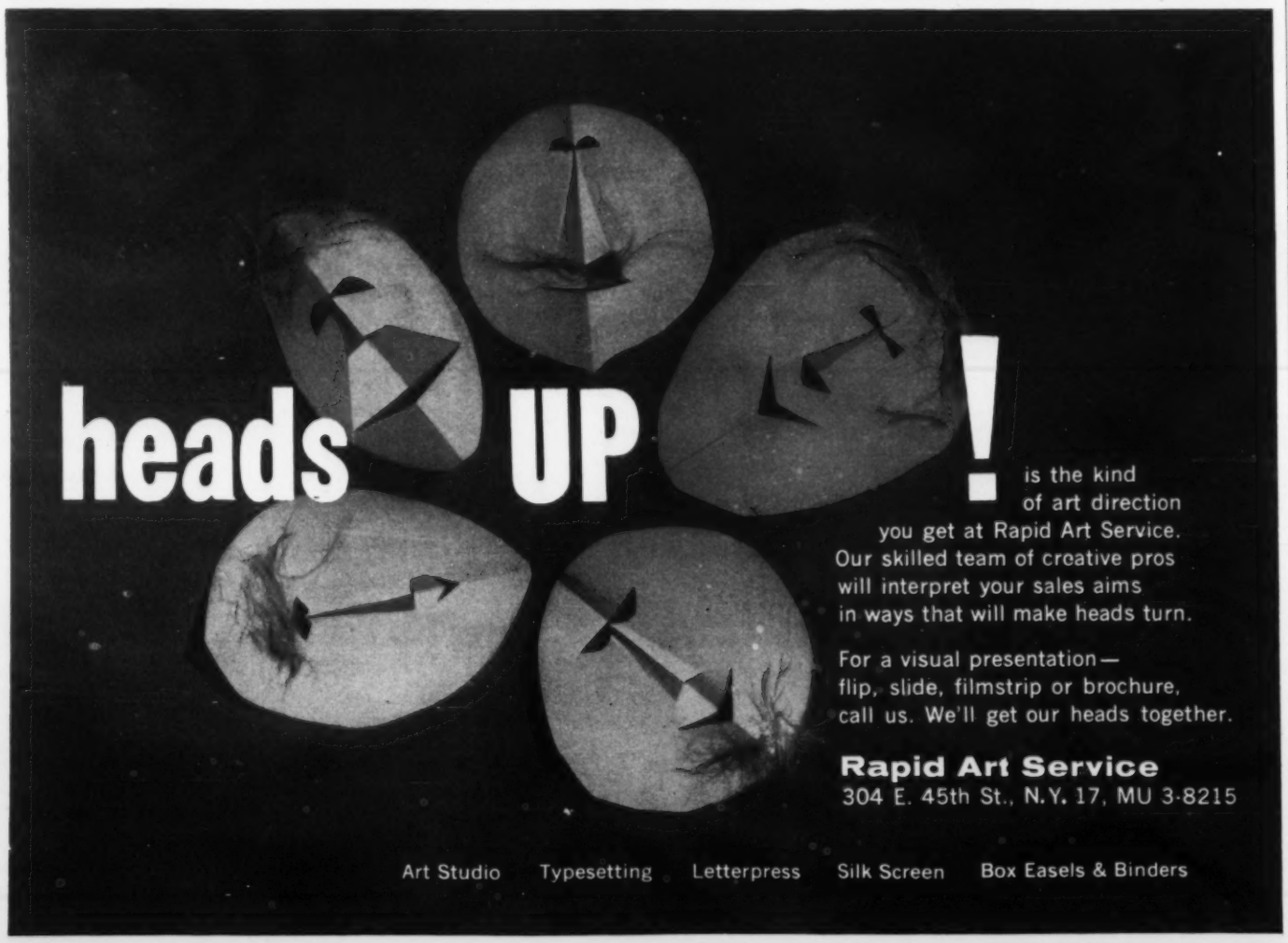
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is the kind of art direction you get at Rapid Art Service.
Our skilled team of creative pros will interpret your sales aims in ways that will make heads turn.
For a visual presentation— flip, slide, filmstrip or brochure, call us. We'll get our heads together.
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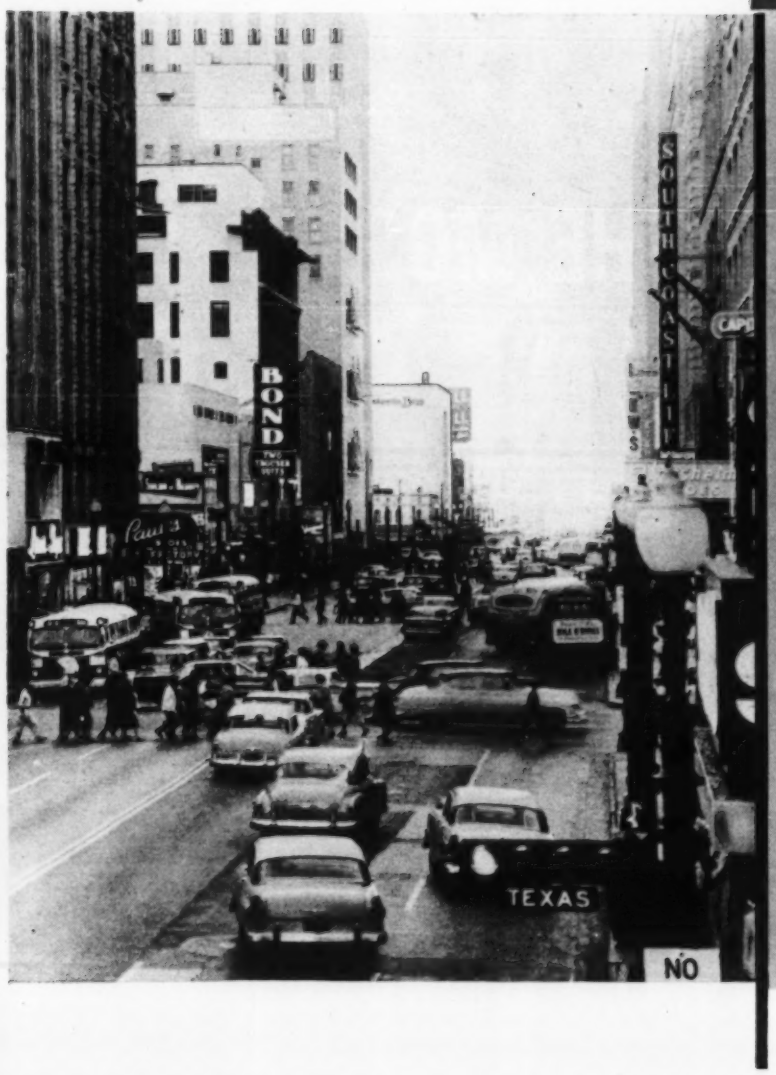
IRWIN R. TUCKER CO.
300 W. WASHINGTON STREET · CHICAGO 6, ILL.
PHONE CENTRAL 6-9480
CHICAGO FOOD BROKERS
COMPLETE DEPENDABLE COVERAGE OF THE CHICAGO MARKET

in Houston The Chronicle is the MUST BUY



When one newspaper completely dominates in a major city . . . reaching more people in that city . . . carrying more advertising in that city . . . and selling more merchandise in that city than any other newspaper, that paper becomes a must buy on any advertising schedule. The Houston Chronicle is just such a newspaper! Remember . . .

. . . in Houston. The Chronicle

REACHES MORE PEOPLE . . .

CARRIES MORE ADVERTISING . . .

SELLS MORE MERCHANDISE

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper . . .

THE BRANHAM COMPANY — National Representatives

Information for Advertisers

"More Profits from Paint," a 32-page booklet for lumber and building material dealers and marketing men covering these fields, has been published by **Building Supply News.** Copies of the booklet are available from *Building Supply News,* 5 S. Wabash Ave., Chicago 3.

• "Your Printing Costs Are as Follows. . . ," a 16-page booklet to be used as a guide for computing printing costs has been published by **Regina Service Corp.** Copies of the 1960 edition, priced at $1, are available from Harry King, Regina Services Corp., 118 E. 25th St., New York 10. Regina will refund the $1 to its customers.

• **Scripps-Howard Newspapers** has published its 13th annual Grocery Product Distribution Survey. Conducted in 12 cities, the survey reports on the distribution of 5,699 different brands in 71 major and sub classifications of grocery store type merchandise. Also included is a report on the distribution, chain by chain, in the corporate chain grocery stores in eleven of the 12 cities surveyed. Copies of the report are available from cooperating Scripps-Howard newspapers, from Scripps-Howard general advertising offices or from Harold Riesz, director of promotion and research, Scripps-Howard Newspapers, 230 Park Ave., New York 17.

• A market and media data folder on *Canadian Milling & Feed,* 1959-60, has been published by **Wallace Publishing Co.** Additional information is available from George Keefe, promotion manager, *Canadian Milling & Feed,* 146 Bates Rd., Montreal 26.

• The 1960 annual Pennsylvania newspaper directory has been published by the **Pennsylvania Newspaper Publishers' Assn.** Listing 284 weeklies, 122 dailies and 13 Sunday newspapers in the state, the directory also includes rosters of state press organizations, state newspaper representatives, journalism school and departments and a complete listing of members of the Pennsylvania Society of Newspaper Editors and the Pennsylvania Women's Press Assn. Copies of the 1960 directory edition, priced at $2.50, may be obtained from the Pennsylvania Newspaper Publishers' Assn., 2717 N. Front St., Harrisburg.

• Reprints of "Let's Take a Positive Look at Microfilm," written by Edward Rosse, head of the Social Security Administration's microfilm program, are available in booklet form from **Minnesota Mining & Mfg. Co.,** Dept. SO-9, 900 Bush Ave., St. Paul 6. The article describes the basic uses of and the potentials of microfilm in today's business world.

• A 12-page booklet, "Recruiting Electronic Engineers . . . Today . . . Tomorrow," has been published by **Hayden Publishing Co.** to assist personnel and advertising managers in planning their employment advertising. Copies may be obtained from the promotion department, *Electronic Design,* 830 Third Ave., New York 22.

• A readership study of illuminated subway clock displays in the New York City Subway System has been published by the Clock Spectacular division of **Self Winding Clock Co.** Additional information on the study, conducted by Crossley, S-D Surveys, is available from Milton Jacobs, Clock Spectacular division, Self Winding Clock Co., 75 Varick St., New York 13.

• A portfolio containing a year-end report outlining its 1959 accomplishments, plus a booklet explaining what business mail (direct mail) is and its uses, has been published by the **Business Mail Foundation.** Also included in the portfolio is a reprint of an article describing the reasons for establishment of the foundation, its policy, who its members are and its purpose. Copies of the BMF portfolio may be obtained from Edward Lustig, vp, Business Mail Foundation, 130 E. 59th St., New York 22.

• Copies of the special supplement race relations, prepared by the **National Urban League,** which appeared in the Jan. 17 issue of the *New York Times,* are available from the National Urban League, 14 E. 48th St., New York 17.

• A six-page, four-color folder, "What to Know About Renting Avis Cars," has been published by the **Avis Rent-a-Car System.** Copies may be obtained at any Avis station or by writing to the public relations department, Avis Rent-a-Car System, 18 Irvington St., Boston 16. #

Veckly Named ANA Treasurer

John Veckly, director of advertising, U. S. Steel Corp., has been elected treasurer of the Assn. of National Advertisers, succeeding Roger H. Bolin, director of advertising, Westinghouse Electric Corp., now vice-chairman of ANA.

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USE "THE MOST

Because here

YOU CAN GET THE MOST

DOMINANT DISPLAY!

The Wall Street Journal's wider and fewer columns to the page give its readers a uniquely readable editorial product. For advertisers, this unique format combines the mighty advantages of dominant display and reduced visual competition. Every small ad acts bigger in The Journal; big ads enjoy billboard impact. Nowhere else among management publications can you run an ad so big! Here is where you get unlimited visibility without the complexities of costly pullouts and color. And the best part is that your easy-to-spot, easy-to-read sales messages will get to the very men your sales force wants most to reach. They are the men who trigger the big buying decisions everywhere. Among key executives everywhere, The Wall Street Journal is always overwhelmingly chosen "The Most Useful One" when they rate all magazines and newspapers.

Always remember—never forget:

TODAY AND TOMORROW THIS IS THE

Grimm & Craigle's Dilger Wins Award for 'Automation' Ad

CLEVELAND, Jan. 19—A $1,000 award for an ad idea and layout promoting *Automation* has been won by Albert A. Dilger, account executive with Grimm & Craigle, Chicago.

His idea was rated tops in a field of 418 contest entries judged by an independent panel of nine executives in the advertising and publishing fields.

All entries were judged on (1) their consistency with the magazine's editorial and circulation policies, (2) their capacity to attract the attention of professional industrial marketers, (3) their conformity with the corporate identity of the publisher, Penton Publishing Co., (4) their potential for serving as the basis of complete advertising campaigns and (5) their substance and originality content, as opposed to being "just a stopper."

■ Honorable mentions were given to Homer Groening, Homer Groening Advertising, Portland, Ore.; Sherman E. Rogers, Anderson & Cairns, New York, and Eric Stigler, Leo Burnett Co., Chicago. Other honorable mentions went to three men whose affiliations were not given with their entries: Robert G. Atkins, Wethersfield, Conn.; Mortimer Kohn, Philadelphia, and Richard Turpen, Dearborn, Mich.

The judges also authorized awarding of 66 special merit awards.

■ The judges were G. D. Crain Jr., publisher of ADVERTISING AGE, *Industrial Marketing* and *Advertising Requirements;* C. E. Geary, ad and sales promotion manager, General Electric Co., Erie, Pa.; T. King-Hedinger, vp, Palm & Patterson, Cleveland; Robert Pekarek, media director, Fuller & Smith & Ross, Pittsburgh; Ed Penn, president, Penn & Hamaker, Cleveland; Carl L. Peterson, ad manager, Cleveland Crane & Engineering Co., Wickliffe, O.; Walter B. Tookey, vp, Fensholt Advertising, Chicago; David Utley, assistant to the president, Baker Bros., Toledo, and Robert Wooldridge, vp, Gaynor & Ducas, New York. #

'Food Mart' Names Barkin

Food Mart News, Chicago, has named S. Reuel Barkin head of its new marketing and sales promotion department. He formerly was area manager in Chicago for Pillsbury Co., Minneapolis. In his capacity as director of marketing and sales, Mr. Barkin will aid *Food Mart News* advertisers in developing merchandising and advertising programs.

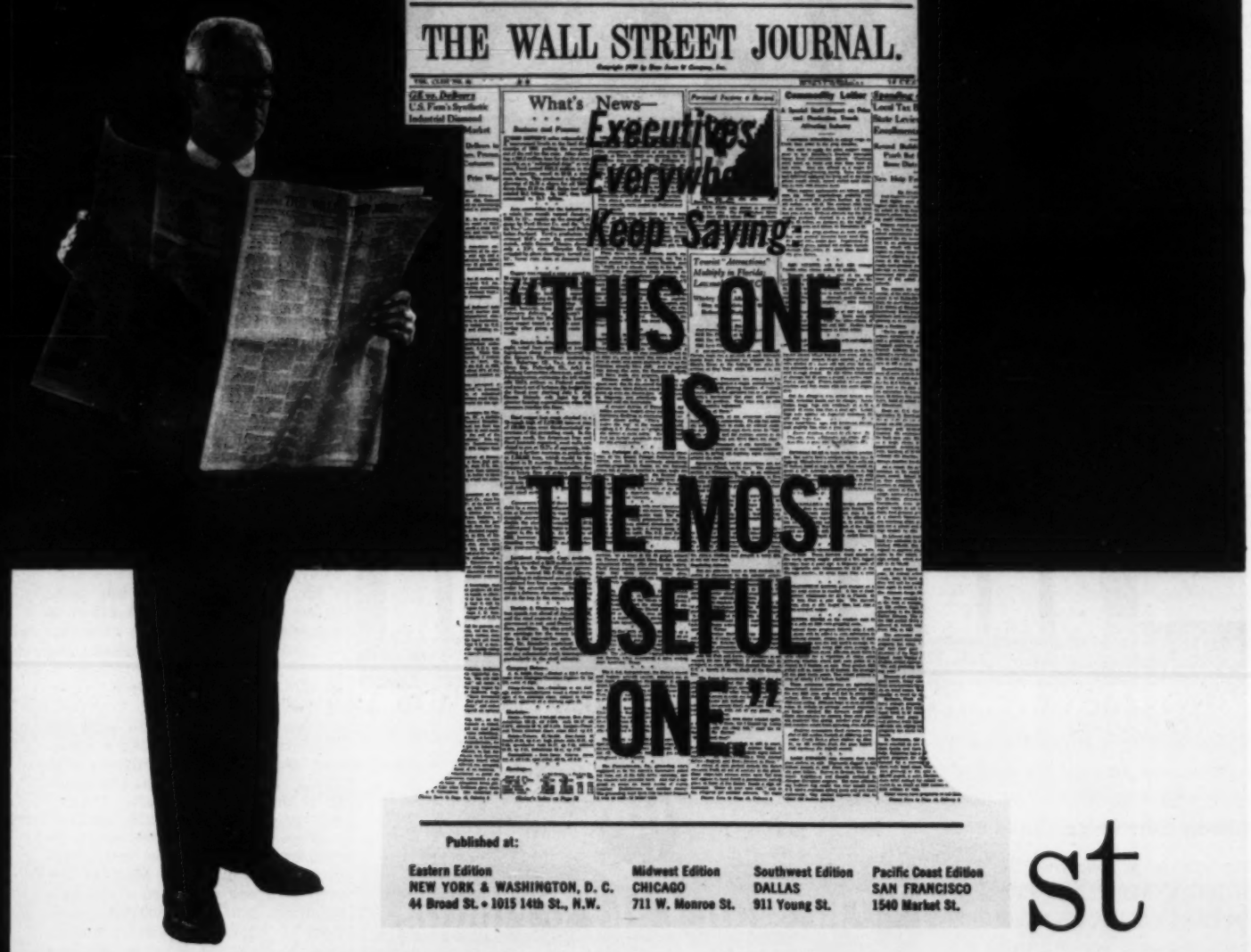
Reis Joins Lennen & Newell

Frank Reis, formerly with Alfred Politz Research as a project director, has joined Lennen & Newell, New York, as an account supervisor in the research department.

Francis Leaves ABC Films

Lee Francis has resigned as advertising and promotion manager of ABC Films, New York, tv film distributor, to do free-lance assignments.

USEFUL ONE" MOST



Published at:

Eastern Edition NEW YORK & WASHINGTON, D. C. 44 Broad St. • 1015 14th St., N.W.
Midwest Edition CHICAGO 711 W. Monroe St.
Southwest Edition DALLAS 911 Young St.
Pacific Coast Edition SAN FRANCISCO 1540 Market St.

st

ONE FOR "GETTING AHEAD IN BUSINESS."

© Dow Jones & Company, Inc. 1959

Far-Reaching!

What's behind this healthy sales increase in Maine?

It's WCSH-TV, J. B. Their merchandising boys came up with another sales booster.

(most bought twice – got 3 pair

Ridiculous? Sure . . . but many a serious advertiser has been tickled by SIX's "Far-Reaching Effect." Creativeness, as well as carefulness, always plays an important part at 6.

Your Weed TV man will tel you more.

WCSH-TV 6 NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, August

good reproduction + correct dot structure = your money's worth in the magazine

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that keeps Hutchings & Melville engravings
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☞ *All color engravings for wet printing are proofed exclusively on 4-color proof presses*

'Bergen Record' Boosts 3

Bergen Evening Record, Hackensack, N. J., has announced the promotion of Leonard Goldblatt, from reader service director to retail ad manager. Carl F. Roff, former *Weekend* magazine editor, was appointed to succeed Mr. Goldblatt; and William Shipe, home delivery manager, was named to the new position of assistant circulation manager.

ABC-TV Appoints Schneider

Alfred R. Schneider, formerly assistant to the president of CBS-TV, has been named to the new post of vp in charge of administration of ABC-TV, New York.

Wick Joins Dudgeon, Taylor

Charles H. Wick, former managing editor of *Machinery*, has joined Dudgeon, Taylor & Bruske, Detroit industrial agency, as vp-technical creation.

SPRING AGAIN—*Pendleton Woolen Mills, Portland, Ore., will hail the advent of spring with nine color pages like this during February, March and April in Mademoiselle, The New Yorker, Seventeen and Sports Illustrated. Botsford, Constantine & Gardner is the agency of record.*

Make no mistake about—

SALT LAKE

1½ million

There's more to Salt Lake than Salt Lake . . .

1½ million prosperous prospects is a worthwhile market NO MATTER WHERE YOU FIND IT! That's why we say, "There's more to Salt Lake than Salt Lake." In addition to reaching and selling the ½ million persons in Salt Lake City, an advertising schedule in The Salt Lake Tribune and Deseret News and Telegram opens the door to *a million more* in the four state area served by these two metropolitan newspapers! It's an exceptional market that's the exception to buying by the city population only.

NEWSPAPER AGENCY CORPORATION NAC

The Salt Lake Tribune
(MORNING & SUNDAY)

DESERET NEWS AND
Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

Schnitzer Heads North California Agency Group

Unit to Elect Permanent Officers; 'May, May Not Affiliate' with WSAAA

SAN FRANCISCO, Jan. 19—Owners and representatives of 18 agencies met at the Press & Union League Club here last week to take the first steps toward organization of a Northern California Assn. of Advertising Agencies.

Bernard B. Schnitzer, president of the agency which bears his name, was elected temporary chairman, pending election of a full slate of officers.

■ A nominating committee consisting of Charles K. Walden, Raymond I. Lang and Ad Fried, of Ad Fried Advertising, Oakland, was appointed to select a slate of officers and Feb. 9 was set as the date of the next meeting to act on election of officers.

Claes V. S. Wyckoff, owner of Wyckoff & Associates, San Francisco, was chosen temporary secretary.

Mr. Schnitzer, who has been active for months in an effort to organize agencies in this area into an association, was given the power to appoint committees to handle organizational work.

■ "We may not affiliate with the Western States Advertising Agencies Assn." Mr. Schnitzer said. "This will depend upon the wishes of the local group after the organization here becomes a reality."

WSAAA, with approximately 80 member agencies, has headquarters in Los Angeles. Most of the members are Southern California agencies, and the current president of the organization is Roderrick A. Mays, of Mays & Co., Los Angeles.

WSAAA, founded Oct. 3, 1946, and incorporated in April, 1947, serves "strictly as a trade association for the advertising agency field," Mr. Schnitzer told the agency owners at today's meeting.

"Such an organization," he asserted, "is badly needed in this area to help the small agencies. We hope that by joint effort we may be able to solve many of the critical problems which arise almost daily." #

How to build more effective TV commercials

In actual TV tests, the Good Housekeeping Guaranty Seal increased commercial effectiveness 20%...27%...30%...51%...

Recently the Schwerin Research Corporation, whose clients include leading networks and advertisers, tested the commercials of several major TV advertisers, then *re-tested* them with the addition of the Guaranty Seal.

RESULT: Commercials with the Seal showed an average increase in effectiveness of 32%.

Increases due to addition of Guaranty Seal	
Appliance A	**20%**
Breakfast Cereal B	**27%**
Cosmetic C	**30%**
Prepared Mix D	**51%**

These facts demonstrate once again the cumulative *confidence* that has been built up in Good Housekeeping and its Guaranty Seal over 75 years.

There are some products and some claims that may never earn our Seal, or the sales influence it enjoys among 40,930,000* women. But if you make a good product, and want to sell it with conviction, let us show you the documented Schwerin results and discuss how that selling influence can go to work for you *now*—on TV, and everywhere.

*Crossley, S-D Surveys, Inc.

Good Housekeeping

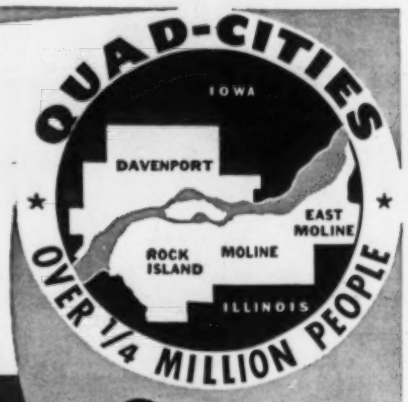
MAGAZINE AND INSTITUTE

A HEARST MAGAZINE

ONE OF THE
FIRST 100
MARKETS

Dispatch and Argus cover the
Illinois side of the Quad-Cities
where 56% of Quad-Citians live

56% live on the Illinois side



THE QUAD-CITIES' LARGEST COMBINED DAILY CIRCULATION
THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS
NATIONAL REPRESENTATIVE — THE ALLEN-KLAPP CO.

3RD LARGEST
MARKET IN
ILLINOIS-IOWA

S. California Future Almost Unbelievable: McCann's Hopkins

LOS ANGELES, Jan. 19—"Without the soundly oriented marketing man, few of the glowing predictions for the soaring '60s can possibly come about," David J. Hopkins, vp of McCann-Erickson, asserted before the Advertising Club of Los Angeles last week.

Summarizing a "long look" ahead by McCann-Erickson (AA, Jan. 4) he then added forecasts for Southern California, terming them all but unbelievable: The population of Southern California will grow twice as fast as that of the rest of the nation; disposable income will increase 59% more than the rest of the nation; personal expenditures will increase 24% more; output will increase at a rate 37% greater than the rest of the nation; $2 billion will be invested in plants and equipment.

Despite this optimistic outlook, Mr. Hopkins said, "We dare not assume that because these potentials exist they will necessarily and automatically come to reality. People make things happen, and people will bring these potentials to reality."

He asserted that, given expansion of productive capacity and an increasing investment in research and development, the biggest remaining challenge to be accepted is that which faces the marketing man.

■ Mr. Hopkins said that if the marketing function is not managed well, the company concerned will lose a share of its market to competition, but that beyond that, where a company does not move ahead, it creates a vacuum in the marketplace. That vacuum may be filled; but to the extent any vacuum exists, "the upward surge of our economy is limited just that much."

He said it is necessary to keep the American economy booming along, not only for corporate reasons, but so we can withstand certain economic challenges which will come from foreign competition.

It is up to soundly trained marketing people to meet this challenge and plant the image abroad of the enlightened American, to supplant the present image of the patronizing American, he believes.

"Who is better equipped to show the peoples of the world the road to a dynamic and productive economy?" he asked.

This is not marketing philanthropy, Mr. Hopkins said; it can produce two essential results:

• 1. We will be improving the market positions of our own companies, thereby improving the health of the American economy at home, and thereby improving the position of the U. S. in world trade.

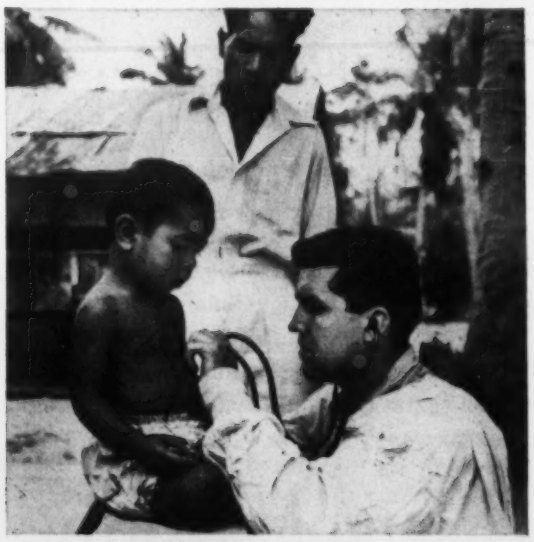
• 2. We will be helping this government of ours with one of its most vital tasks—the cementing and preservation of free economic societies all around the globe. #

OFFICIAL UNITED STATES NAVY PHOTOGRAPH

This great seaborne health center will carry a new kind of aid abroad—*with your help*. Part of the people-to-people project Hope, it will enlist 200 specialists in sharing our health skills.

Ambassador with a blackboard, the Hope specialist will help the often woefully few local medical technicians train helpers. The result: many more hands. And that means one Hope dollar is multiplied many times over.

YOUR HELP CAN COME BACK A HUNDRED TIMES OVER



One local doctor for 100,000 people. These are the odds Hope may face. Yet Hope can mean so much. The health of this child. The health of five Indonesians. *Trained* hands and only a dollar's worth of penicillin can cure them of crippling yaws.

If enough of us help, the S.S. Hope will be outbound in 1960. First port of call: Indonesia. A bold health project called Hope will be underway.

The need is crucial. Many places, too many health hazards exist. Too many people robbed of the will to live. Too few hands to help. Often, a doctor for 100,000.

Hope's approach is *practical*. Help where a nation's doctors ask help. Help them help themselves to health. By training, upgrade skills—multiply hands. Hope's doctors, dentists, nurses, and technicians will man a center complete to 300-bed mobile unit and portable TV.

You can not only make every dollar do the work of many, you can earn a priceless dividend. With health comes self-respect. People at peace with themselves are less likely to war with others.

Hope is *yours* to give. It's a people-to-people project. For one year's worth, 3½ million Americans must give a dollar. Don't wait to be asked. Mail a dollar or more now to HOPE, Box 9808, Washington 15, D.C.

ADVERTISING COUNCIL PUBLIC SERVICE

HELP LAUNCH HOPE

Random Travel Sets Drive for 22 Packaged Tours

A 1960 advertising budget of $60,000 has been allocated by Frederick C. Sullivan, president of Random Travel, San Francisco, to promote 22 packaged escorted tours the company will offer. The travel agency, which now has offices in San Francisco, Los Angeles and Seattle, plans to add a fourth office in Denver in March.

Gross & Roberts, San Francisco, is Random's ad agency and will use *Sunset Magazine*, the Pacific Coast and southwestern editions of the *Wall Street Journal* and newspapers in western cities, including those in San Francisco, Los Angeles, Seattle, Portland, Denver and Salt Lake City.

General Electric to Maish

General Electric Co.'s laminated products department, Coshocton, O., has appointed the Jay H. Maish Co., Marion, O., to handle its advertising. Brooke, Smith, French & Dorrance, Detroit, was the previous agency of record. Maish will handle all media advertising and sales promotion for General Electric Textolite decorator and industrial laminates.

'McCall's' Names Strand

McCall's has appointed Albert A. Strand manager of its Philadelphia office. Mr. Strand was formerly a member of the magazine's grocery products sales staff.

Power Names Agency

Power Super Markets, Toronto, has named Grosberg, Pollock & Gwartzman, Toronto, its advertising and public relations agency.

OFF TO A FLYING START

With family formations, incomes and levels of education reaching new highs in the 1960's, home service magazines will have a great opportunity to spread their wings. One magazine is already off to a flying start, setting a lofty new standard of editorial excellence.

Keep your eye on this magazine. It's soaring high with **vibrant new color, stunning new photography, and a wonderful new depth of information** that's unique in the home service field. And this is only the beginning. There are plenty more bold and challenging changes in the wind for the months ahead.

Not that this magazine isn't down to earth. In fact, the only reason 12,000,000 men and women read it is for sensible ideas they can use now, right when they're planning to buy. They get their money's worth too, for no other major magazine devotes a greater share of its pages to cooking, building, remodeling and furnishings for the home.

Your advertising message will go places fast in this exciting, high-powered home service magazine. If you still happen to be up in the air about its name, look inside the aeronaut's coat.

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Your advertising message will go places fast in this exciting, high-powered home service magazine. If you still happen to be up in the air about its name, look inside the aeronaut's coat.

THE NEW

AMERICAN HOME

A CURTIS MAGAZINE

St. Louis Admen Find Mexican Bean Sales Are Jumping

ST. LOUIS, Jan. 19—Two marketing consultants who dabble in toy promotions have scored new success, they report, by cornering the Mexican jumping bean market, and plan to repeat their coup with the 1960 crop next fall.

Lou Westheimer and John Hyatt, operating as Westheimer & Hyatt, set up an organization called Alamos to market a small plastic box containing four jumping beans on a printed "race track."

■ The boxes were mounted on counter display cards and sold through variety, drug and department stores, supermarkets, train and air terminals and similar locations.

"The beans jumping in the plastic boxes produced an almost constant noise, and 200 beans on a display card set up a chatter which compelled immediate customer attention," the company said.

Sales of more than $250,000 (at 50¢ a box) in less than 60 days were reported, and the entire crop is now sold out.

■ Messrs. Hyatt and Westheimer scored a similar success in 1958 selling the Whirley Whirler, a plastic plate that spins on top of a stick (AA, Dec. 22, '58). Retail sales went above $7,000,000 on that item.

John Hyatt, formerly sales manager of KTVI, St. Louis, and Louis E. Westheimer, formerly a partner in Westheimer & Block (now Frank Block Associates, St. Louis), formed their marketing consultant company in September, 1958.

Success with the jumping bean promotion led Westheimer & Hyatt to obtain commitments for the entire 1960 crop.

Tobacofina Agrees to Stop Using 'Consumer Reports'

Canadian Tobacofina Ltd., Montreal, maker of Belvedere cigarets, which sought to make advertising use of ratings published in the January "Consumer Reports," has agreed to stop mentioning "Consumer Reports" in its advertising immediately and to pay damages to Consumers Union of U.S. Inc., Mount Vernon, N.Y.

Standard Register Boosts 3

Standard Register Co., Dayton, has promoted three people in its advertising and public relations division. Merrill F. Hyer, formerly director of sales promotion, becomes assistant director, advertising and public relations. Robert S. Parker has been named advertising manager, succeeding J. E. Romig, who retired. Mr. Parker joined the company as a sales promotion copywriter. Roy G. Ljungren, new sales planning manager, was staff assistant in the advertising and sales promotion department.

Creative Group Adds One

Wisconsin Public Service Corp., Milwaukee, has named Creative Group Inc., Appleton, Wis., as its agency, effective Jan. 18. The account, which bills an estimated $75,000, formerly was handled by Brady Co., Appleton.

Boos & Co. Names Setco

John Boos & Co., Effingham, Ill., maker of wood products, has appointed Setco Advertising Co., St. Louis, as its agency.

Barlow, Bevis Move Up at ORC as Robinson Retires

Top-level management changes have been made by Opinion Research Corp., Princeton, N. J. Dr. Claude Robinson, who founded the company in 1938, has resigned as board chairman to become chairman of a new executive committee. Joseph C. Bevis, president since 1957, has become chairman and Walter G. Barlow, exec vp since 1957, has been named president. Mr. Bevis will continue as ORC's chief executive officer.

As president, Mr. Barlow will have primary responsibilities for coordination of sales and services and development of new services. He joined the company in 1946. Mr. Bevis has been with ORC since 1940. As head of the new executive committee, Dr. Robinson will devote increased time to planning and development.

Ayer Adds Sealtest Division

Sealtest Foods, Great Lakes division, has appointed N. W. Ayer & Son, New York, to handle its advertising. The division serves the states of Ohio, Michigan, western Pennsylvania and West Virginia. In addition to the National Dairy Products Corp. account, other Sealtest divisions now being handled by Ayer are northeastern, eastern, metropolitan and the Sugar Creek Creamery

First-Class Male!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

THERE'S A BETTER WAY TO SELL MORE IN PEORIA

The more than 300,000 Metropolitan Peorians respond far more favorably to well planned advertising campaigns in their favorite newspaper. Favorite? It's the only newspaper blanketing the booming big Peoria market, where millions of dollars in industrial expansion is a magnet for thousands more wage-earning, wage-spending consumers.

PEORIA JOURNAL STAR
O'MARA & ORMSBEE, INC. national representatives
New York • Detroit • Chicago • San Francisco • Los Angeles

Jack Zerbe Named Exec VP of 'San Juan Star'

John A. (Jack) Zerbe, formerly head of the Young & Rubicam office in Puerto Rico, has been appointed exec vp of the *San Juan Star*, English-language daily recently started in Puerto Rico by Gardner Cowles. Mr. Zerbe, active in Puerto Rican business circles for 17 years, founded the Zerbe-Penn agency in San Juan in 1950 with Richard Penn. The agency was sold to Y&R in 1956. Mr. Penn is now with Y&R in New York. Mr. Zerbe managed the San Juan office until last year, when he resigned and moved to New York.

In his new post, Mr. Zerbe will be in charge of the advertising, circulation and business departments of the paper.

Harris Joins Bennett Agency

Lewis T. Harris, formerly a marketing analyst with the Frank H. Fleer Corp., has joined Victor A. Bennett Co., New York, as research director.

Your Ad Headquarters in Chicago
Executive House
71 E. WACKER DRIVE
Chicago's new hotel within walking distance of over 5 Billion Dollars in ad billing
Visit Executive House Dining Room & Cocktail Lounge

Steel Institute Members to Use Steelmark in Ads

Developed by U.S. Steel, Marker Gains Impetus via Increased Imports

NEW YORK, Jan. 19—An industrywide program to merchandise steel and products made of steel at the consumer level, "the first of its kind undertaken by the industry," was announced today by American Iron & Steel Institute.

The program is built around a symbol adopted by the industry—the Steelmark. It features three hypocycloids—four-pointed, star-like figures—within a circle—with the word steel at the left within the circle. The symbol has been tested and proved in use for over a year by United States Steel Corp. (AA, Sept. 8, '58; Sept. 14, '59), which made it available to the industry.

All members of the steel industry are expected to use the symbol in their advertising. The institute itself will not do any advertising.

Benjamin F. Fairless, institute president, emphasized that "The importance of this undertaking can be recognized when you consider that nearly one-third of all steel produced in the U.S. now goes into consumer goods. In 1960," he said, "this could mean approximately 30,000,000 tons of steel for automobiles, refrigerators, metal containers, appliances and countless other products.

■ "Actually," Mr. Fairless said, "this figure would be higher were it not that products made from steel are being imported into this country at a rapidly increasing rate.

"More than 500,000 foreign made automobiles were imported last year. A similar number is predicted for this year.

"In just two years, barbed wire from Europe has captured more than 50% of our domestic market.

"In 1959, imports of steel products exceeded exports by a ratio of two to one. By contrast, just four years ago, our exports were higher than imports by three to one.

"Competition has become increasingly severe," Mr. Fairless said. "Our rapidly rising employment costs continue to give our foreign competitor a power advantage.

"We are in effect exporting American jobs."

■ The Steelmark, Mr. Fairless said, "is intended to be more than a hallmark of the quality and value of modern products of steel. It is an evidence of the vigorous preparation of the American steel industry to move forward with the opportunities of the great new decade of the '60s." #

DESIGNERS AND BUILDERS OF MERCHANDISING DISPLAY UNITS FOR CLOSING MORE SALES PROFITABLY
STEP
LAST
THAT
Don't MISS IT... Mister!
BE SURE
your product is displayed at the point of sale . . . the one step in your promotional plan that presents, persuades, and pays off . . . immediately!
ADVERTISING METAL DISPLAY CO
CHICAGO 50
4621 W. Nineteenth Street/BIshop 2-1242
NEW YORK 36
11 West 42nd Street/LOngacre 4-8255
SCOTCH
Cellophane Tape
CLEAREST! STRONGEST! LASTS THE LONGEST!
Scotch Brand Cellophane Tape
Counter Display Merchandiser
SEND FOR
full color brochure showing examples of how other advertisers close more sales with AMD merchandisers...
OPEN your sales promotion with other media.
CLOSE your sales with an AMD merchandiser . . . the pay-off media!
PROTECT your over-all advertising investment. Give your product the competitive edge at the point of sale.
Call in the AMD man. Let him put his design and production know-how to work for you.

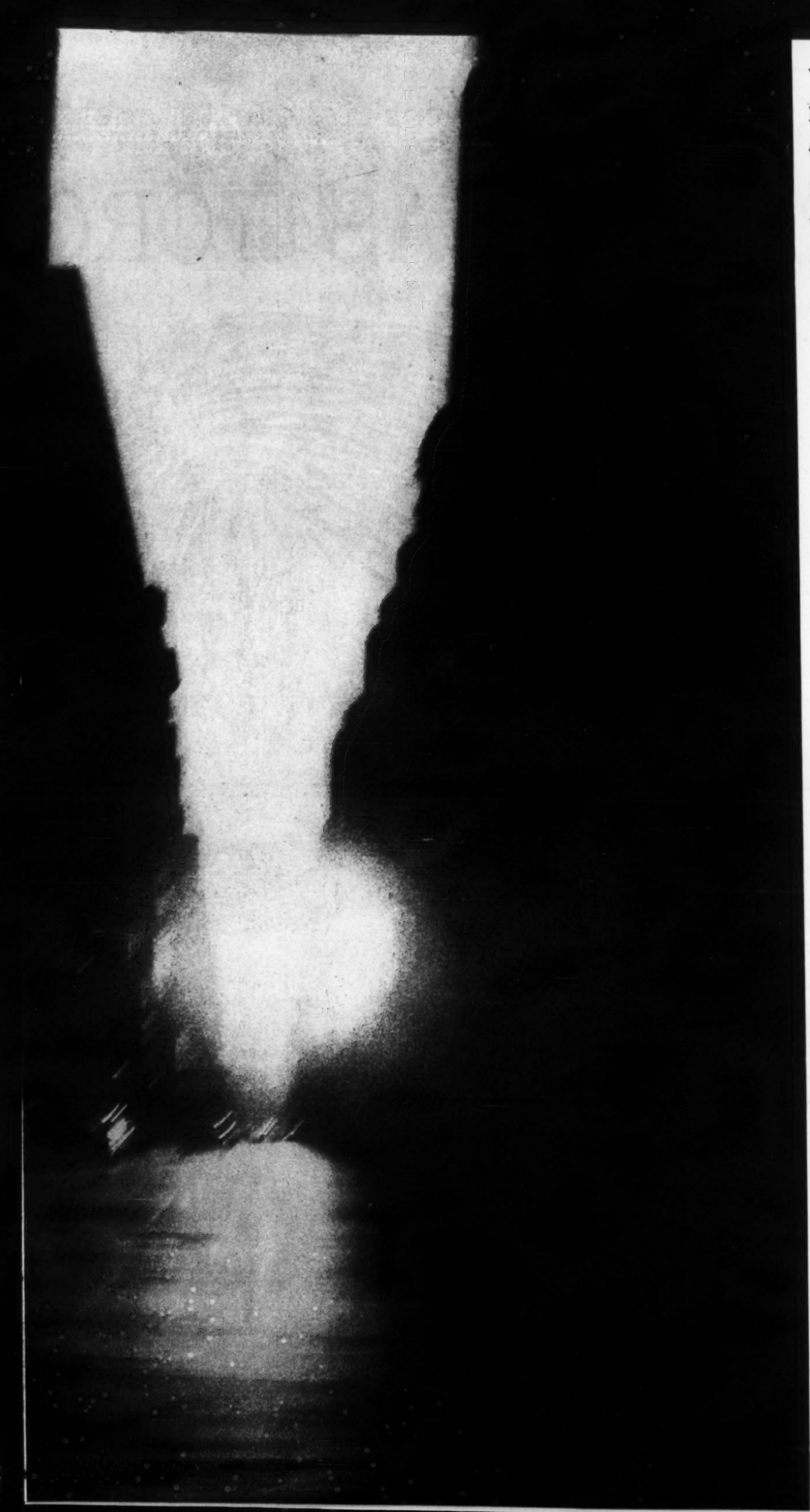
Wilson, Haight Announces Changes as Grover Resigns

With the resignation of Melvin G. Grover, senior vp and board member (AA, Jan. 18), Wilson, Haight, Welch & Grover, Hartford, Conn., has announced the following personnel changes: L. Barton Wilson, vp, has been named senior vp, and George D. Lewis has been appointed copy department manager.

Robert F. Webb, vp, and Donald M. Ulen, vp and copy chief, both formerly with Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, have joined Wilson, Haight as account executive and creative staff member, respectively. Alexander MacLachlan, radio and tv copy group supervisor at N. W. Ayer & Son, also has joined the creative staff. Robert Harriss, formerly with Bristol Co., Waterbury, Conn., will join the agency as an associate account executive on Jan. 25.

Trade Council to Edelstein

California Council for International Trade has appointed Irv Edelstein Associates, Los Angeles, as its statewide public relations and advertising agency.



When the sun rises in New York it brightens the whole wide world. It brightens also New York's 5 million families, makes them grow more, want more, need more, buy more. Sunrise for New Yorkers is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

a desolate father's first published statement

"GERMANY HAS FORG

OTTEN ANNE FRANK"

by Otto Frank in the February Coronet

A crudely scribbled swastika... a temple torn with flames . . . insults hurled in angry voices at the unsuspecting . . . cruelty, bigotry, torture . . . these are the seeds of Naziism. And they have been planted again.

Some Germans are trying to forget the atrocities of the Hitler years, to erase them from older minds and deny their existence to the young. But there are those who insist that the millions shall not have died in vain, and the only answer lies in education.

Otto Frank, deprived of a daughter, has adopted the young people of Germany in her place. With an intensity born of sorrow, he is fighting to establish the Democratic ideal in the minds of German youth.

In Mr. Frank's first published statement in the current issue of Coronet, he states that unless the older generation of Germans can face up to its past history, and unless the questions of their children are answered fully and frankly, the fragile growth of democracy will be arrested.

But Mr. Frank feels that the past cannot be shut from these probing young minds. With 3,409 performances of the play, "Diary of Anne Frank," in Germany, the film currently running to packed houses and the sale of three-quarters of a million copies of the book, Otto Frank has potent weapons to help him keep alive the memory of his daughter and the ideal for which she lived.

This moving story, so important to all thoughtful people, is just one of the subjects covered in this February issue of Coronet. Also of particular interest are: "How Bright Lights Reduce Crime," "Seven Books that Shook Our Lives," "Africa's Angry Young Man," "They Cheated Atomic Death" and "A New Style in Masculinity."

Facts for advertisers: This marks the biggest issue in Coronet's history. Some of the advertisers that are making their first appearance in Coronet this month are: American Dairy Association, Sunsweet Prunes (8-page removable advertisement), Richmond Chase Diet Delight, State of Tennessee, Brearley Scales, Channel Master TV Antennas, and Saraka. 1959 was Coronet's biggest year; it already appears that 1960 will be even bigger.

over 12 million readers every month

YOUR SHORTEST DISTANCE

to one dependable source
for all these vital services

DElaware 7
1541

- Electrotypes
- Nickeltypes
- Newspaper Mats
- Travis R.O.P. Glass Mats
- Proofing
- Duplicate Engravings
- Plastic Plates

It pays to use all the top-quality services of

CENTURY
ELECTROTYPE COMPANY, INC.

160 EAST ILLINOIS STREET · CHICAGO 11

AUTOMOTIVATION—*Miss Skelton at her desk at Campbell-Ewald; behind her are reminders of her interest in aviation and auto racing —as well as in advertising.*

Betty Skelton, 'Look's' Would-Be Astronaut Cover Girl, Is Campbell-Ewald Adwoman

DETROIT, Jan. 19—A diminutive Detroit advertising woman, who has rendered a wide variety of services for clients while a staffer at Campbell-Ewald Co., is being featured by *Look* in its Feb. 2 issue. The article, including a cover picture, is titled "Should a Girl Be First in Space?"

The girl featured is Betty Skelton, whose assignments at Campbell-Ewald have ranged from acting as a demonstrator for Chevrolet on special automobile runs to filling in as a speaker at women's fashion clinics.

In recent months, while the *Look* article was being worked up, Betty, who is 5'3" and weighs 105 lbs., has been streaking around

the country taking the astronaut tests—matching many of the practices and undergoing some of the training being experienced by the seven candidates for space flight selected from various branches of the military service some months ago.

■ She became acquainted with the astronauts through the encounters at 10 major government training installations and was given the informal title of "Miss 7½."

Look's article proceeds to show how Miss Skelton was able to weather the test strain. She was selected by the magazine because of her flying and auto racing background—experience that has brought to her numerous records and achievements since she was first licensed at the age of 16.

Miss Skelton was born at Winter Haven, Fla. She took an interest in flying while a child, because of a family connection with a local air field. She has piled up more than 5,000 hours of flying time and has been a member of a traveling flying exposition in this country and in Europe. She has done stunt flying, and she taught flying to veterans under the GI bill for a period after World War II.

■ Now 33, Miss Skelton has concentrated particularly on automotive activities since joining Campbell-Ewald in 1956. She has been a test driver and has appeared on tv commercials for the agency, which handles the Chevrolet account as well as a number of automotive accessory accounts. Miss Skelton is the only woman race driver to have been licensed by the AAA, and she has made a number of exhibition and test runs in cars of the Indianapolis racing type. #

McCann-Marschalk Names Crane; Roth in Miami; Gets Orr

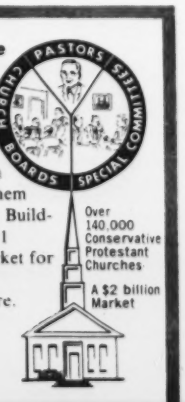
The Miami office of McCann-Marschalk Co. (formerly Marschalk & Pratt) has named two account executives—James R. Roth Jr. and Robert T. Crane. Mr. Crane formerly was with McCann-Erickson's international division in New York as an account executive. Mr. Roth previously was with McCann in New York and was head of his own advertising company and with *Glamour* and *Charm*.

McCann-Marschalk has been named to handle advertising for Orr Industries, Opelika, Ala., a division of Ampex Corp., effective Feb. 2, replacing Sam Graden Inc.

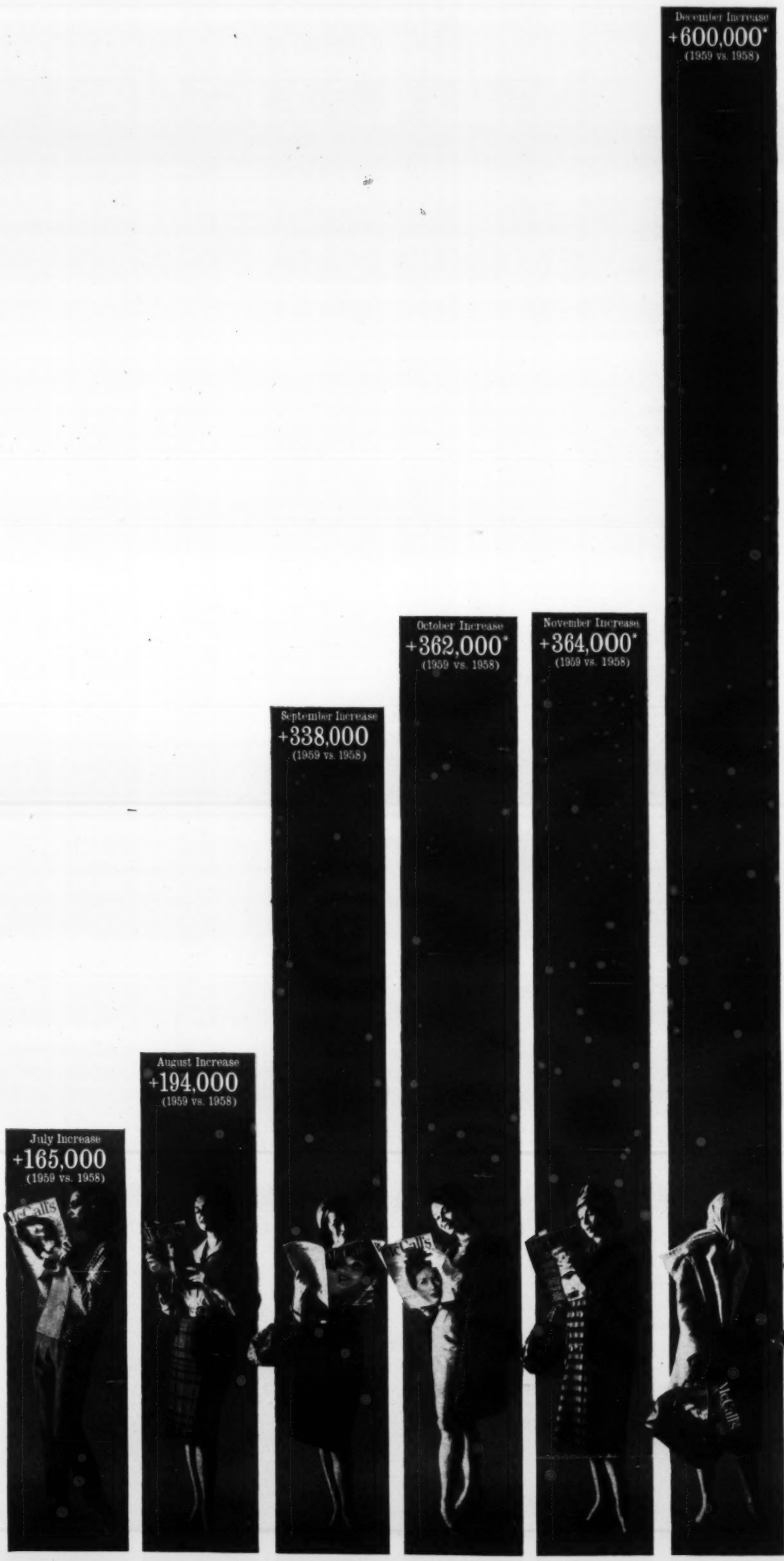
Sell the Inner Circle and you've sold the Conservative Protestant Church Market

Church Leaders
Buy Building Products

Hundreds of new Protestant Churches are built each year! To help Pastors and Church Officers we offer them plans, ideas and suggestions in "Christian Life's" Church Building Packet. In nine months, 137 plans were sold and 91 churches completed so far. Investigate this growing market for building products and other products used in Church operation and maintenance. Write for factual brochure.



Christian Life
The Business Magazine for Church Leaders
33 South Wacker Drive, Chicago 6, Ill.



The prettiest newsstand growth story in magazine publishing today

What magazine is everyone reading? Newsstand sales telegraph the answer, because they reflect spontaneous, active interest. In the last six months of 1959, McCall's had the greatest newsstand gain in the women's service field. Newsstand sales accounted for more than 85% of McCall's total circulation growth in that period. The gains have been constant, cumulative, reaching a mighty peak in December, the greatest December newsstand sale in the women's service field, with a 600,000* (or 45%) increase over December '58—bringing McCall's total delivered circulation to 6,300,000*! "More!" cry newsstand dealers, drugstores, supermarkets, as women everywhere reach out for each new issue of this fresh-spirited, visually and verbally enchanting magazine. Advertisers, too, want more: McCall's second-half advertising gains were also up (the 22.3% revenue gain was highest in the field). The trend in '60? Onward and upward with McCall's!

*Publisher's Estimate

EVERYBODY'S EXCITED ABOUT INTERPOL!

HERE'S SOLID PROOF!

. . . **LIFE** *kicked off its lead story of the new decade on January 11 with a full month's 4-part series devoted to international crime and Interpol!*

. . . **READER'S DIGEST** *has already run two separate big features on the international police organization of 63 nations — Interpol!*

. . . **NEWSPAPERS** *all over the world are picking up the top stories fed to them by the wire services on Interpol!*

AND NOW – *for the first time – ITC brings the complete and fascinating story of the inner workings of Interpol to TELEVISION!*

"INTERPOL CALLING"

STARRING CHARLES KORVIN

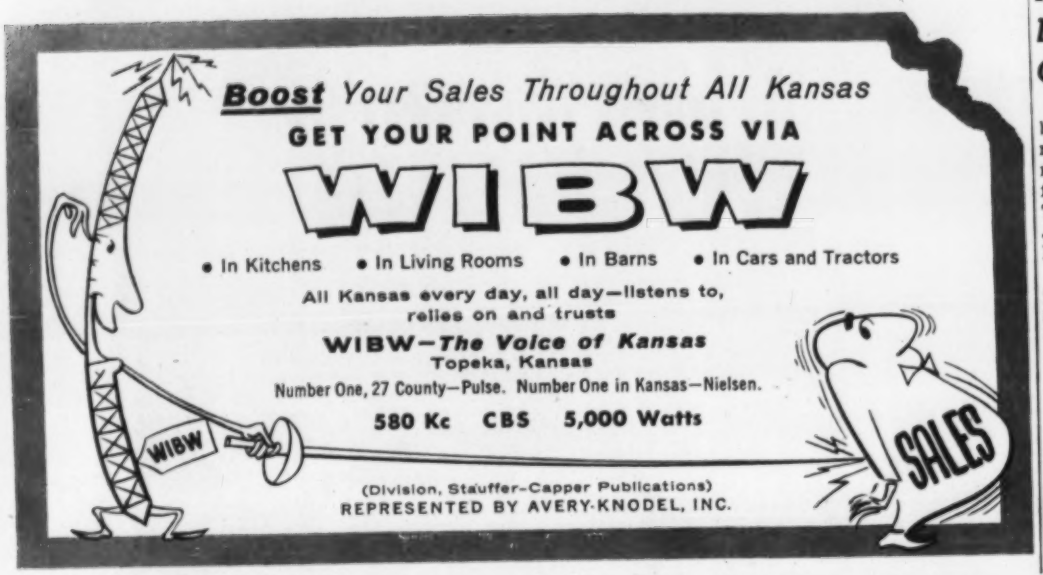
Only the established world-wide facilities of The Rank Organisation Limited (of J. ARTHUR RANK fame) in association with The Jack Wrather Organization make possible the production of this absorbing television series for ITC.

INDEPENDENT TELEVISION CORPORATION

I T C

488 Madison Avenue • New York 22 • N.Y. • PLaza 5-2100

ITC OF CANADA, LTD. 100 University Avenue • Toronto 1, Ontario • EMpire 2-1166


Boost Your Sales Throughout All Kansas
GET YOUR POINT ACROSS VIA
WIBW
• In Kitchens • In Living Rooms • In Barns • In Cars and Tractors
All Kansas every day, all day—listens to, relies on and trusts
WIBW—The Voice of Kansas
Topeka, Kansas
Number One, 27 County—Pulse. Number One in Kansas—Nielsen.
580 Kc CBS 5,000 Watts
(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.
WIBW
SALES

Merritt Osborn, 80, Detergent Pioneer, Onetime Adman, Dies

ST. PAUL, Jan. 19—Merritt J. Osborn, 80, founder and board chairman of Economics Laboratory, manufacturer of detergents, and a former advertising manager of Theo. Hamm Brewing Co., died Jan. 16, after a long illness, at Miller's Hospital.

Born in Buchanan, Mich., Mr. Osborn started his career as a sales representative for wholesale drug companies and later operated an automobile truck sales agency.

In 1923, after becoming advertising and sales manager of the medicinal malt extract division of the Hamm Brewing Co., Mr. Osborn decided to go into the detergent business. He founded Economics Laboratory to manufacture Soilax, a multiple purpose detergent. He started business with a single employe. Today the company has about 1,000 employes and five plants. Its products include dishwashing detergents and other household, commercial and industrial cleaning compounds. Its advertising budget is approximately $2,000,000 a year.

■ Mr. Osborn stepped down as president of the company in 1950, and one of his sons, E. Bartley Osborn, succeeded him.

THOMAS F. FLANAGAN

PORT CHESTER, N. Y., Jan. 19—Thomas F. Flanagan, 69, former president of the Penn Tobacco Co., Wilkes Barre, Pa.; former agency vp, and a founder and first director of the predecessor organization to Station Representatives Assn., died Jan. 15 after a short illness at United Hospital.

Born in Hartford, Conn., Mr. Flanagan was graduated from Trinity College there and began his career as a reporter on the *Hartford Courant*. He later moved to New York, where he entered the advertising business and became a vp of Charles W. Hoyt Co.

As president of Penn Tobacco in World War II, Mr. Flanagan helped to organize Associated Tobacco Manufacturers. In 1948 he established and became first managing director of the National Assn. of Radio & Television Station Representatives, which became Station Representatives Assn. in 1952. The same year he was awarded the Eigenbrodt cup, an alumni award for service to Trinity College, and in 1950 he was made a life trustee of the college.

Mr. Flanagan retired in 1955 as managing director of station representatives' group, but continued as a consultant for a time and also did consulting work for Trinity College.

WILLIS RIDGEWAY

WILLIMANTIC, CONN., Jan. 19—Willis Ridgeway, 60, retired Willimantic banker, and former president of Chronicle Printing Co., publisher of the *Daily Chronicle*, afternoon newspaper here, died Jan. 12.

A director of Chronicle Printing Co. for more than 18 years, from 1941 until January, 1959. Mr. Ridgeway first served as assistant treasurer of the company from 1941 to 1945. On death of G. Donald Bartlett in 1945, Mr. Ridgeway became president, serving in that capacity for 11 years, until 1956, when he was succeeded by Mrs. Lucy B. Crosbie. Mr. Ridgeway then served as treasurer from 1956 until January, 1959.

DON PARMELEE

LOS ANGELES, Jan. 19—Don Parmalee, 56, copywriter for 30 years here and in Chicago, died Jan. 9 of a heart attack aggravated by bronchial complications. Ill health forced his retirement as vp of Van der Boom, Hunt, McNaughton two years ago.

Before joining Van der Boom, Hunt, Mr. Parmelee was copy chief of Hixson & Jorgensen and Abbott Kimball Co. Before that he was with Paul Grant Advertising, Chicago.

A. W. J. BUCKLAND

TORONTO, Jan. 19—A. W. J. Buckland, 50, president of Telegram Publishing Co. and editor-in-chief of the *Toronto Telegram*, died here Jan. 9 of nephritis, a kidney ailment.

After studies at the University of Western Ontario and at Princeton University, Mr. Buckland worked on newspapers in Guelph, Detroit and Windsor. In 1923 he joined the old *London Advertiser*, and two years later he moved to the *Telegram*, where he became news editor.

Mr. Buckland became managing

Latest A.B.C. Publisher's Statements show . . .

The Houston Post is Houston's largest daily and Sunday newspaper!

	DAILY	SUNDAY
The Houston Post	209,066	218,509
The Houston Chronicle	195,448	216,567
The Houston Press	101,398	

Source: ABC Publisher's Statement for 6 month period ending Sept. 30, 1959 and subject to audit.

Last Quarter July 1-Sept., 1959	Post	Chronicle	Press	Post	Chronicle
	209,881	194,361	101,710	220,895	215,952

THE HOUSTON POST

W. P. Hobby, *Chairman of the Board* Oveta Culp Hobby, *President*

Houston's largest daily and Sunday newspaper

Represented Nationally by Moloney, Regan & Schmitt

Member

THE HOUSTON POST 75th ANNIVERSARY

SPECTACULAR—*Goodyear Tire & Rubber Co. has had this spectacular sign, which it says is probably the world's largest, free-standing illuminated sign, overlooking a complex of freeways south of Cleveland for the past six months.*

editor in 1948, a month after the *Telegram* was bought by the late George McCullagh, then publisher of the *Globe & Mail*. In 1950, Mr. Buckland was named to the board of directors, in recognition of his work in designing a new typographical layout for the newspaper.

Following Mr. McCullagh's death in 1952, Mr. Buckland and several associates joined with John Bassett, then general manager and now publisher, in purchasing the company. Mr. Buckland was then named editor-in-chief and company president.

DUNCAN A. HAMILTON

VANCOUVER, B.C., Jan. 19—Duncan A. Hamilton, 70, newspaper publisher, sportsman and philanthropist, died here Jan. 13.

Born in Rio Vista, Cal., Mr. Hamilton came here as a boy, and his first job was as a carrier for the *Vancouver Province*. After some years with brokerage and financial houses, he gained controlling interest in the *Vancouver News-Herald*, becoming president and publisher until the newspaper was sold in 1950 to the Roy Thomson chain.

He was widely known for his charitable works and his efforts on behalf of wildlife conservation.

IVEY W. BAUCOM

WINSTON-SALEM, Jan. 19—Ivey W. Baucom, 64, district supervisor of General Outdoor Advertising Co., died here Jan. 9 at Memorial Hospital. Born in Morrisville, N. C., Mr. Baucom was a veteran of World War I and spent most of his career in the outdoor advertising business.

HARRY L. ADAMS

MILWAUKEE, Jan. 19—Harry L. Adams, 73, an account executive at Klau-Van Pietersom-Dunlap for about 20 years, died Dec. 31 at the National Convalescent Center here.

Mr. Adams, who had retired from the agency in 1957, was a native of Cedar Rapids, Ia. He was a graduate and a former trustee of Beloit College.

ARF Will Aid in 1960 'Milwaukee Journal' Study

The *Milwaukee Journal's* 1960 consumer analysis of the greater Milwaukee market will be made in consultation with the Advertising Research Foundation. This is the first of the studies to use ARF cooperation. The report is scheduled for publication in the spring.

Atkinson to General Outdoor

Leigh Atkinson has joined General Outdoor Advertising Co., Chicago, as director of public relations. He was formerly assistant managing director of the National LP-Gas Council, Chicago.

Want the Best Filter? Cheese It, Professor Says

Prof. Henry Lardy, of the University of Wisconsin, Madison, says a cigaret filter made of swiss cheese and charcoal removes tars from smoke better than any filter now on the market. He said a combination of about one-third charcoal and two-thirds swiss cheese removed 90% of the tars from cigarets smoked in a laboratory machine.

The best filter thus far devised, he said, removes only 61% of the tars. Cheese used in the filters is deodorized and treated so it cannot be tasted.

'Sentinel' Names Colby

Carl N. Colby, who has been with the *Milwaukee Sentinel* advertising department for 13 years, has been appointed retail advertising manager. He succeeds Jerome Hirschfield, who will continue with the newspaper on a curtailed basis.

WOULD YOU PAY $6.00 FOR AN IDEA?

You actually will get hundreds of ideas with Art Direction magazine. Its 12 monthly issues are packed with illustrations of the freshest, best approaches to advertising and promotion problems in all media. Only $6.00 for more than 1400 pages published annually. 2 years, $10.50.

subscribe **ART DIRECTION**

A31 19 W. 44th St., New York 36, N. Y.

type is the face you turn to the public

There is no doubt that your words are your salesmen. But why not let them put their best letter forward? Why not make them easy to read, pleasant to read? ATA members put words in their best possible setting because they know that your words have to compete with everyone else's. Try the ATA way—it costs no more. Why not phone your ATA typographer today?

AKRON, OHIO
The Akron Typesetting Co.

ATLANTA, GA.
Higgins-McArthur Company

BALTIMORE, MD.
The Maran Printing Company

BOSTON, MASS.
The Berkeley Press
Machine Composition Co.
H. G. McMennamin

CHICAGO, ILL.
J. M. Bundscho, Inc.
The Faithorn Corp.
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.
Frederic Ryder Company

CINCINNATI, OHIO
The J. W. Ford Company

CLEVELAND, OHIO
Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Co., Inc.

COLUMBUS, OHIO
Yaeger Typesetting Co., Inc.

DALLAS, TEX.
Jaggers-Chiles-Stovall, Inc.

DAYTON, OHIO
Dayton Typographic Service

DENVER, COLO.
The A. B. Hirschfeld Press
Hoflund-Schmidt Typographic Service

DETROIT, MICH.
Arnold-Powers, Inc.
The Thos. P. Henry Company
George Willens & Company

INDIANAPOLIS, IND.
The Typographic Service Co., Inc.

KALAMAZOO, MICH.
Mahoney Typographers, Inc.

LOS ANGELES, CALIF.
Adtype Service Co., Inc.

MILWAUKEE, WIS.
Arrow Press

MINNEAPOLIS, MINN.
Duragraph, Inc.

NEW YORK, N. Y.
Ad Service Company
Advertising Agencies' Service Co., Inc.
Artintype, Inc.
Associated Typographers, Inc.
Atlas Typographic Service, Inc.
Central Zone Press, Inc.
The Composing Room, Inc.
Composition Service, Inc.
Diamant Typographic Service, Inc.
A. T. Edwards Typography, Inc.
Graphic Arts Typographers, Inc.
Huxley House
Imperial Ad Service Corporation
King Typographic Service Corp.
Linocraft Typographers, Inc.
Master Typo Company, Inc.
Chris F. Olsen
Frederic Nelson Phillips, Inc.
Philmat Typographers, Inc.
Royal Typographers, Inc.
Frederick W. Schmidt, Inc.
Harry Silverstein, Inc.
Supreme Ad Service, Inc.
Tri-Arts Press, Inc.
Typographic Craftsmen, Inc.
The Typographic Service Co.
Kurt H. Volk, Inc.

NEWARK, N. J.
Barton Press
William Patrick Co., Inc.

PHILADELPHIA, PA.
Walter T. Armstrong, Inc.
Alfred J. Jordan, Inc.
Progressive Composition Co.
Typographic Service, Inc.

PITTSBURGH, PA.
Davis & Warde, Inc.

PORTLAND, ORE.
Paul O. Giesey, Adcrafters

ROCHESTER, N. Y.
Rochester Monotype Composition Co.

ST. LOUIS, MO.
Warwick Typographers, Inc.

SEATTLE, WASH.
Frank McCaffrey

TORONTO, CANADA
Cooper & Beatty, Limited

it pays to set type right

ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, INC., *Executive Offices: 461 Eighth Avenue, New York City*

Defense Secretary Asked to Ban Ads By War Contractors

WASHINGTON, Jan. 19—A House military affairs subcommittee report last week urged the Secretary of Defense to issue regulations to prevent defense contractors from using their ads to lobby for the weapons they are making.

The subcommittee said its investigation of lobbying for defense business last year demonstrated "that such advertising is detrimental to the defense effort.

"It provokes controversy and promotes dissension," the report said, "and introduces biased, narrow and prejudicial considerations into purely military decisions."

Much of the investigation was centered on efforts of former military people to get orders for industrial companies which employed them after their retirement. The investigation also exposed lavish entertainment of ranking military officers by defense contractors.

■ Advertising aspects of the investigation were touched off when President Eisenhower criticized ads by Boeing Airplane Co. and Western Electric Co. proclaiming the importance of their rival Bomarc and Nike-Zeus weapons systems.

At a press conference last spring the President confirmed that he had been complaining that ads of this type make it difficult for military planners to make weapons choices on a purely military basis.

Former Defense Secretary Neil McElroy rejected suggestions that the department curb advertising by defense companies. He said companies ought to have the right to tell the public about their contribution to defense.

Last week's subcommittee report acknowledged that the ads were paid for by the companies from their profits, and were not charged as costs in the government contract.

■ But it said "advertising by a defense contractor purporting to show the method of construction, particularly the military effectiveness of a weapon or the economic impact of a cancellation upon employes or its subcontractors, is dangerous and unhealthy."

The committee contended no legislation is needed, because the Secretary of Defense can, "by regulation, establish guidelines and procedures within the limits of which a government contractor may advertise the articles or the services being procured for the Department of Defense."

■ Rep. F. Edward Hebert (D., La.), the subcommittee chairman, expressed a belief that the report, including its recommendations for new legislation proclaiming a two-year "cooling off" period for retired officers employed by defense contractors, will represent the most important defense policy decisions handled by Congress this year.

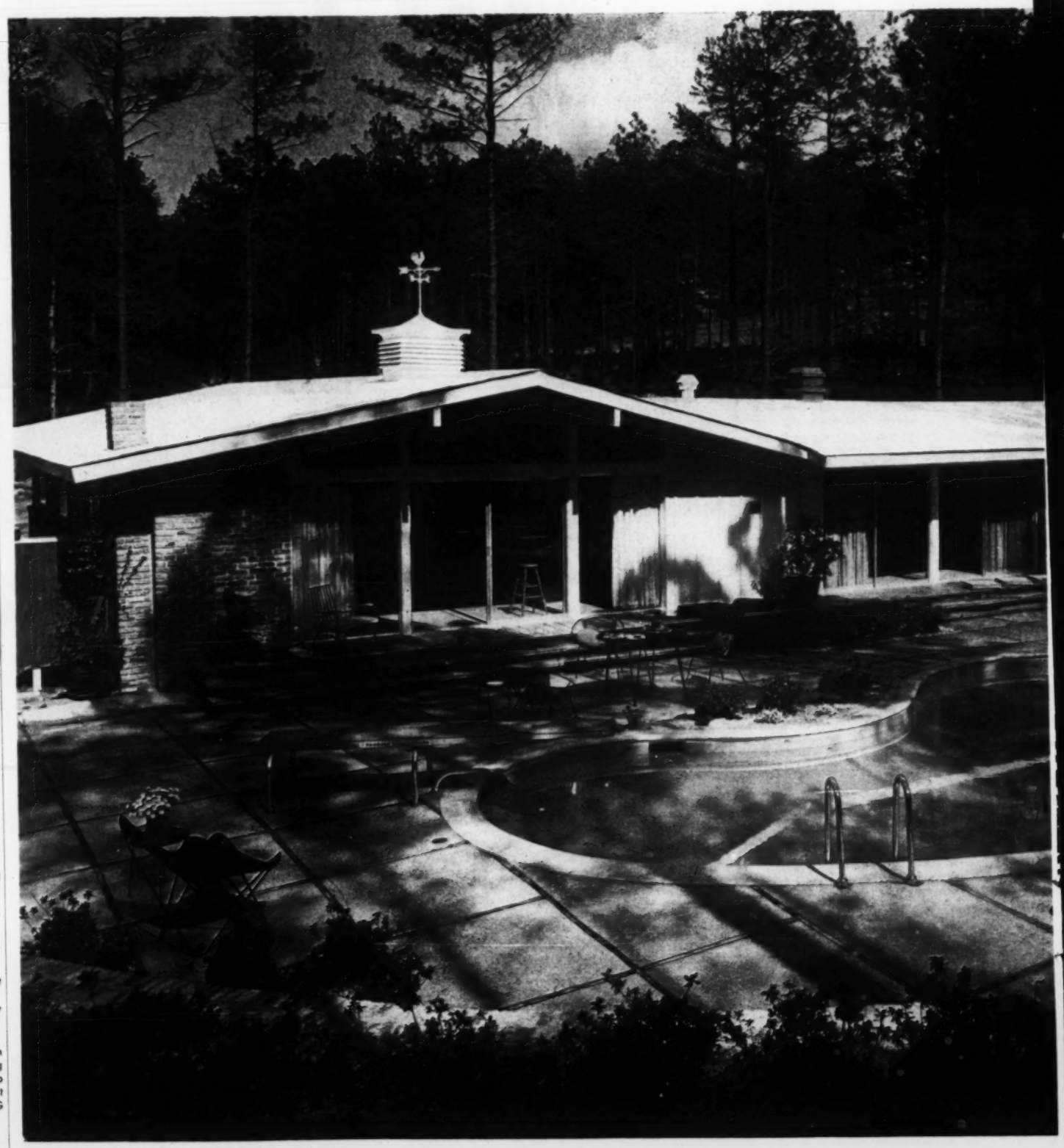
■ He noted that advertising of competitive weapons was at least partially the cause of the statement of President Eisenhower condemning the "weapons lobby." Asserting that no legislation is needed on the advertising question, he said:

"The things being advertised are government property; and the Secretary of Defense can, within his department, limit and restrict the advertising of government property between government contractors in competition with one another in such a way as not to deny the public the full right of information, and at the same time, take these weapons discussions out of the realm of public debate on military decisions." #

Van Brunt Adds Account

Chemical Construction Corp., New York, a leader in the chemical process engineering construction field, has named Van Brunt & Co., New York, to handle its advertising. The company is expected to spend between $150,000 and $200,000, mostly in trade publications, in 1960. Godwin Advertising Agency, Jackson, Miss., which recently closed its New York office, formerly handled the account.

CATALYTIC ACTION! "What-How-... and the "Who" is you!



WTRF-TV STORY BOARD

AWARDS: 1959 Gift of the year . . . Edsel full of cranberries.

Wheeling wtrf-TV

Two public relations men met on the street. "How are things going at your fabulous operation, Joe?"

"Man! Fantastic, colossal, magnificent, but maybe it will pick up next month."

Wheeling wtrf-TV

Lotta people . . . lotta money . . . in the 36-county area dominated by WTRF-TV Wheeling (Two million people with an annual spendable income of over 2½ billion dollars) and they spend that money!

Wheeling wtrf-TV

From the WTRF-TV Fictionary of Definitions:

Beer Baron: Malty Millionaire.
Reducing Salon: Thinner Sanctum.
Marriage License: Noose paper.
Good Executive: One who shares credit with one who did the work.

(Send us some of your own fictionary gems!)

Wheeling wtrf-TV

Nearly TWO BILLION BUCKS is spent in the 7,500 retail outlets in the Wheeling area. WTRF-TV is activating folks to go buy! Ask George P. Hollingbery about availabilities, merchandising and the BIG SELL in WHEELING.

WTRF-TV

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

Electric Appliance Sales Hit Record $8.5 Billion in '59

NEW YORK, Jan. 19—Electrical home appliances, ending a two-year decline, hit a national sales record of $8.5 billion in 1959, topping the previous high in 1956 by $9,837,000, according to *Electrical Merchandising Week*.

Total sales of electrical appliances, plus gas ranges and gas water heaters, totaled $9 billion last year.

Leading the field in major appliances gains were tv sets, with a 27.4% increase over 1958 in sets sold. Other leaders were disposer units, 27.3%; electric ranges, 24.1%; dishwashers, 23.6%, and refrigerators, 20.3%. Record player attachments, down 39.3%, suffered the greatest losses.

The statistics, compiled with aid from the National Electrical Manufacturing Assn., American Home Laundry Assn., Electronics Industries Assn., and Vacuum Cleaners Assn., appear in the Jan. 18 issue of *Electrical Merchandising Week*. #

Sylvania Appoints Two

David Pinkham, formerly an account executive with Norman, Craig & Kummel, has joined Sylvania Lighting Products as assistant advertising manager of Sylvania Photolamps, succeeding William A. Cummings, who has moved to advertising manager. John Zwald, formerly a district sales manager of Sylvania Lighting, has been named sales promotion manager of the Photolamp group of the company, a new post.

Fanner to Palm & Patterson

The electrical products division of Fanner Mfg. Co., Cleveland, has appointed Palm & Patterson to handle its advertising.

Stamp Volume Up 20% in '59; Variety Chains Next Target

CHICAGO, Jan. 19—Trading stamps soon will invade the variety chain store business, opening new territories to the stamp industry, Lawrence W. Bell, publisher of *Premium Practice*, intimated here last week.

He told a Trading Stamp Institute of America meeting that a breach of the five-and-dime chain line "may well unleash a new group of stamp users that may provide a fast climb to a new peak for the stamp industry." He cited the variety chain stores as only one of several possible new hunting grounds for the industry.

■ The present extent of the industry's growth was delineated by the institute's president, Curtis L. Carlson, who said that retailers in 1959 bought $600,000,000 worth of trading stamps—$50,000,000 more than they purchased in 1958.

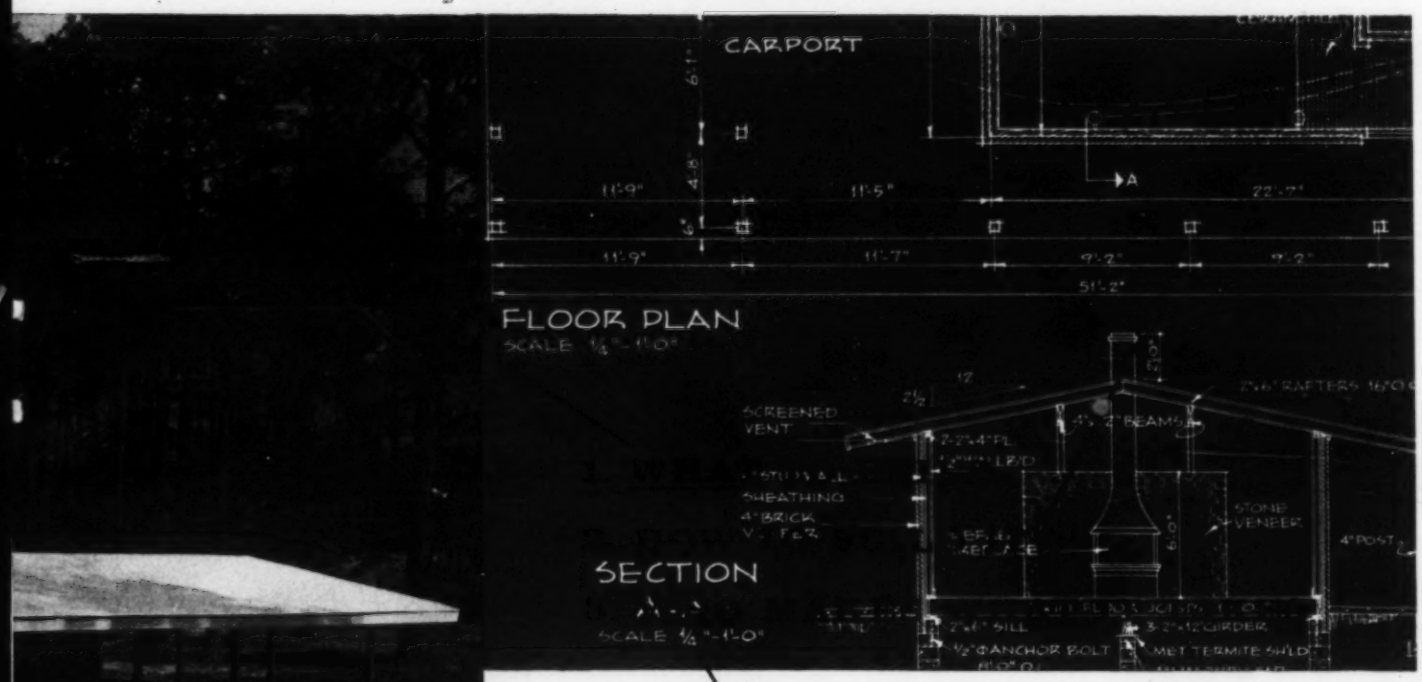
More than 40,000,000 American families—eight out of ten U.S. households—now save trading stamps, he said. Stamps are now given by every type of retail store, including nine of the ten largest food chains, he added.

Mr. Carlson, who is also president of Gold Bond Stamp Co., Minneapolis, said the trend in stamp premiums these days is to higher-price merchandise, involving large numbers of stamp books. Examples of this, he said, are 17" remote control tv receivers, retailing for $179.95, available for 65 books; and a grand tour of Europe, available for 235 books.

Protzman Joins Morgan

Roy Protzman has joined John D. Morgan Inc., Chicago agency, as executive assistant to Mr. Morgan. In addition to his agency responsibilities, Mr. Protzman, formerly advertising director of *Science & Mechanics*, will also serve on the management committee of WNWC, Arlington Heights, Ill., fm station owned by Mr. Morgan.

Who"



What "Filter, Flavor, Fliptop Box" is to cigarettes — what "The Forward Look" is to automobiles . . . American Builder's "What-How-Who" is to you. Only American Builder's "Time-Saver" pages are paced to the daily pressures of the busy contractor. They save him precious miles and minutes by right-from-the-site reporting "*What to build*" . . . cut costly corners on his mounting costs by showing him "*How to build it*" . . . steam him up to buying urgency by making him ask "*Who makes what it takes?*" That's where *you* come in — and come in with both feet, please . . . because building's most powerful medium merits your most powerful schedule . . . AMERICAN BUILDER, A Simmons-Boardman "Time-Saver" Magazine, 30 Church St., New York 7, N.Y.

NOBODY COVERS AMERICAN BUILDING LIKE

AMERICAN BUILDER (ABC)

THIS
IBM
ELECTRIC TYPEWRITER

ONLY $129.95

New machine price: up to $480. Save almost $350!
Genuine IBM ELECTRIC typewriter with full "new machine" guarantee. Fully-reconditioned by IBM-factory-trained technicians. Rebuilt motor, new parts, new keys, new smart finish. Choice of pica or elite typeface, 12 or 20-inch carriage. 110 volts, AC, DC. Free cover and instruction book. Service available with IBM. Send check or money order for only $129.95!

FREE CATALOG
Fully-illustrated 16-page catalog featuring reconditioned IBM, ROYAL, REMINGTON, UNDERWOOD and SMITH-CORONA manual and electric typewriters . . . famous name adding machines and calculators . . . ALL AT BIG SAVINGS! Get yours!

V. I. Business Machines
155 East 44th St., N.Y. 17
(OX 7-8262)
Jamaica (Queens):
139-42 Hillside Ave. (AX 1-5410)
Levittown (L.I.):
3262 Hempstead Turnpike (PE 1-2822)

Improve 'Food Image,' Snaith Tells Supermarts

Sell Produce, Meat Like Private Brand; Maker's Ads Won't Help, He Says

MIAMI, Jan. 19—Supermarkets can quadruple their business if they present housewives with a totally satisfying "food image," William Snaith, president of the Raymond Loewy design consultant organization, told the annual midwinter conference of the Super Market Institute last week.

The meeting was devoted to a preview of the $75,000 Loewy study, commissioned by the institute to help in "reaching new plateaus of merchandising." The project took 13 months and included "the most comprehensive study of supermarkets ever undertaken."

Loewy originally was commissioned to do a study of non-foods and perishables, but startled operators by telling them that their future success is tied to their ability to sell foods.

Loewy studies, according to Mr. Snaith, resulted in a serious indictment of present supermarkets.

■ The typical supermarket occupies 14,000 sq. ft. and does an annual business of $2,000,000, according to SMI studies. Loewy researchers found the present supermarket's layout merely imitates that of a good warehouse—non-foods scattered all over the store and sold by dry grocery methods.

Mr. Snaith characterized present meat departments as "mere 100 yd. dashes for the housewife, devoid of inspiration, information and interruption."

Supermarkets can sell non-foods, said Mr. Snaith, to the degree they win customer loyalty with better selling of perishables.

He previewed eight new supermarket designs, which drew violent applause mingled with disbelief from his audience. The supermarkets came equipped with fixtures not one of which is even on the drawing boards of equipment manufacturers, but many of which were conceded by operators in post-meeting discussions to have real merit.

■ The plans will not be made public until after Super Market Institute has made them available to its membership, but by and large, they call for new store arrangements in which the grocery department is shoved into the background and produce and meat departments are made the focal point.

Mr. Snaith startled operators by previewing a U arrangement for meats, which marks a major departure from present industry concepts. Women need reassurance in meat purchases, Mr. Snaith said the research revealed, but grocery purchases leave them with no "anxieties."

The meeting, which was closed to some 150 manufacturer representatives, spent not so much as a minute on discussion of how national advertisers could strengthen the food image.

Packaging came in for major discussion. Mr. Snaith pointed out that as supermarket operators move into private brand fields—and meat and produce sales are essentially similar to private brand operations—they cannot depend on $1,000,000 expenditures to presell customers. Operators have to supply the promotion, though this might well take the form of "emotional experiences" in the store, he said.

■ Thermiform molding at the warehouse level, skin packaging and blister packs of produce were offered as possible new developments to operators. "Only plastics, of all packaging materials, have shown reductions in cost," said Mr. Snaith.

He reported that the supermarket's prized development, prepack tomatoes, are "unripe, overripe, and unsatisfactory." But he added that packaging made women, by and large, think that produce had the right weight, was more convenient, and less likely to spoil. He pointed out that while the study indicated that supermarkets ought to improve produce, he had no real hope that the national trend downward in consumption could really be halted.

Soft goods, housewares centers and health and beauty aids offer a tremendous future for supermarkets, if their marketing is planned, he said. He offered a list of 150 items (also confidential) that ought to form the basis for the non-foods department.

■ He startled operators once again by suggesting that where supermarkets have no plans for non-foods departments, they should remove items like soaps, cleansers, shoe polish, etc., from food departments and place them next to high-profit meats and produce.

"Customers want these items; force them to find them where you can make money," he said. Soaps are traditionally hated products in super markets; because of low margins they are given display space grudgingly, he said.

Mr. Snaith warned supermarket operators that stores that go on the drawing boards in the '60s will still be operating in the '70s. "You'd better be right about customer wants," he said.

The supermarket in the '70s will be as different as the supermarket of today is from that in '30, when instant coffees and frozen foods were undreamed of, he said.

■ "Population growth will be slow; households will be young, and smaller than they are today. This will mean to the supermarket:

- Smaller-size orders made up of higher-price items.
- Sales of smaller packages of meats, smaller cans of groceries.
- A big market for small appliances.
- Many new shoppers and opportunities to create store loyalties.
- Changes dictated by older people who don't like lines, crowds and excitement.
- More dietetic foods and vitamins.

■ "It may well be the age of the teen ager," he said.

"People will want more service and will pay for it." #

Institute to Study Buying Habits Urged by McCabe

The formation of an institute to study buying habits has been suggested by Thomas McCabe, president of Scott Paper Co., at a 50th anniversary dinner of the Sales Managers Assn. of Philadelphia. He said results of the studies could be used to improve marketing techniques.

He suggested that such an institute be staffed on a fulltime basis by educators in social science and mathematicians from both college and industry.

WELL KNOWN AND LIKED—
BECAUSE APR MEN
TALK SENSE!
LET THEM MAKE FRIENDS
FOR YOUR PUBLICATION,
TOO!

Association of Publisher's Representatives
70 East 45th St.
New York 17, N. Y.

APR

WFBM, WFBM-TV Name Three

Keith C. Strange, formerly assistant promotion and public reations manager of WFBM, has been named promotion manager of WFBM-TV, Indianapolis. Jerry Chapman, previously with WIRE, Indianapolis, has been named promotion manager of WFBM. Phil Smith, formerly projects supervisor in the promotion department, has been appointed promotion manager at WFBM (fm) and WFBM (Muzak).

'Tombstone' on 151 Stations

Ziv Television Programs, New York, tv film distributor, has sold "Tombstone Territory" for showing on 151 stations. Latest multi-market buyers are Brown & Williamson (Keyes, Madden & Jones) for showing on WDAF-TV, Kansas City; WHDH-TV, Boston, and WBKB, Chicago, and Ashland Oil (Ralph H. Jones Co.) for WPSD-TV, Paducah, Ky.; WCPO-TV Cincinnati, and WSPD-TV, Stubenville, O.

Jamison Hawkins Orr Miss Cora Archer Bomba Grotz Baker

MISS CORA AND FRIENDS—*Miss Cora, (model Doreen Halac), advertising symbol for Cora vermouth, gets acquainted with present and past presidents of the Art Directors Club of New York. The occasion: "An Art of Drinking" luncheon sponsored by Schieffelin & Co. The admirers: John Jamison, art director of J. M. Mathes Inc., Arthur Hawkins, consulting art director; Garrett P. Orr, club president and eastern art director of Outdoor Advertising Inc.; Julian Archer, vp and director of art, Fuller & Smith & Ross; Walter Grotz, art director of McCann-Marshalk, and Frank Baker, senior art director, McCann-Erickson. Representing the hosts is I. M. Bomba, vp of the import division of Schieffelin.*

U. S. Steel Aims New Film at Movie Houses

PITTSBURGH, Jan. 19—U. S. Steel has launched an institutional campaign with a $350,000 "educational" film on the evolution and uses of steel, which the company hopes will be used by 3,500 movie houses in 1960.

The company is optimistic about its investment, a spokesman said, since 300 theaters already have agreed to use the 23-minute animated color film, "Rhapsody of Steel." The film was premiered here Dec. 4.

The film is being distributed by the Jam Handy Organization, out of New York. #

Peter Pan Buys ABC-TV Show; Plans Spot TV, Print Ads

Peter Pan Foundations, New York, will begin a 13-week schedule in March as a three-times-per-week co-sponsor of ABC-TV's "Who Do You Trust?" shown Monday through Friday at 3:30 p.m., EST. The company also will use spot tv and a stepped-up print program, including *Brides Magazine, Glamour, Good Housekeeping, Harper's Bazaar, Mademoiselle, McCall's, Playbill, Seventeen* and *Vogue*. Business papers to be used are *Corset & Brassiere, Corset & Underwear Review, Infant's & Children's Wear Review* and *Women's Wear Daily*.

For its "Heaventeen" line, girdles and bras for teen agers, the company will use *American Girl, Calling All Girls, Co-ed, Ingenue, Modern Miss* and *Team Digest*. Peter Pan's agency is Ben Sackheim Co.

Burke Joins WRGP-TV

Harry D. Burke, previously general manager of KODE and KODE-TV, Joplin, Mo., has been named general manager of WRGP-TV, Chattanooga, Tenn. D. T. Knight, formerly sales manager of KODE, has been named to replace Mr. Burke as general manager.

Lamb Council Offers Mats

The American Lamb Council, Denver, is offering free newspaper color ad mats to retailers. The council will provide a set of three full-page mats with proofs. Five different sets have been prepared.

first ratings of the upcoming decade!

FIRST TRENDEX OF 1960:

ABC-TV	19.1
NET Y	19.0
NET Z	17.5

Source: Trendex Report, Jan., 1960, 8-10:30 PM, Mon.-Sun.

FIRST NIELSEN OF 1960:

ABC-TV	19.3
NET Y	19.1
NET Z	17.3

Source: Nielsen 24 Market TV Report, Average Audience, first Jan., 1960 interval, week 1, 8-10:30 PM, Mon.-Sun.

Selling Television Sets?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA

World Trade Plans Rate Top Priority, Canadians Warned

TORONTO, Jan. 19—The most important area in which Canadians should be making plans is that of world trade, according to Douglas W. Ambridge, president of Abitibi Power & Paper Co.

"What good does it do us to expend our energies on world war plans or on the conquest of space?" he asked delegates to the 14th annual Sales Management Conference sponsored by the Advertising & Sales Club of Toronto.

Mr. Ambridge said Canada is a trading nation and it must remain a trading nation if Canadians are to benefit from the progress they have already made.

■ He said Canadians must direct their efforts toward two objectives if they want to look at their work with some satisfaction by 1970.

The objectives: (1) Goods made for export must be of the highest quality in their class and (2) goods that will be bought from Canadians must be priced competitively.

Mr. Ambridge noted that the world may well be divided some day into the following immense trading areas within which there are no tariffs—the U.S., the Soviet Union, the European Common Market, and the Outer Seven.

"If Canadian producers for export are to be able to sell their goods in or out of these great trading areas," he went on, "the governments at all levels in Canada must do what can be done to help these producers maintain the highest quality and develop diversity.

"If taxes are to remain too high, if laws are to be kept in being which hamper development, if the handicaps of currency value are to be ignored, it is hard to see how Canadian producers can live in the commercial world which is unfolding before our eyes."

■ Richard Loftus, general manager of sales promotion and advertising for H. J. Heinz Co. of Canada, told the meeting that "advertising and marketing might be a little out of gear today."

"We would like to predict," he said, "that some advertising agencies must change. These are the ones that develop an advertising theme by leaving the job to the agency creative group. Salesmanship and merchandising must be considered in the early planning stages."

Mr. Loftus said that after every facet of the merchandising program had been tested, the merchandising people should visit with the creative group and give them the advertising theme to tie in with merchandising successes. #

Whether it's PRINTED BROADCAST TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright — accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim — effectively, inexpensively.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York: 107 William St.
Chicago: 175 W. Jackson
San Francisco: 100 Bush St.

DIRECT TO WOMEN—*Wings Shirt Co., New York, crediting women with 65% of America's white shirt purchases, will advertise directly to women for the first time with this ad scheduled in the March issues of 11 publications. Albert L. Morse, New York, is the agency.*

NBC Appoints Cimperman

John A. Cimperman, who was retired in 1959 as legal attache in the U.S. Embassy in London, has been named to the new post of director, practices, of National Broadcasting Co., New York, it was announced by James A. Stabile, vp of standards and practices. This appointment follows that of Ernest Lee Jahncke Jr. as director of standards. Mr. Cimperman, a former FBI man, will conduct continuing fact-finding analyses of all practices followed in the network's radio and tv programming.

Muriel Norden Joins Agency

Muriel S. Norden, formerly a medical writer with Merck & Co., has joined Burdick & Becker, New York, as a copywriter.

Steel Strike Ad Cutbacks Cut into Dailies' '59 Gains

CHICAGO, Jan. 19—The steel strike and resulting cutback in car production and advertising resulted in a 28.1% drop in November in national automotive ad linage in newspapers in 52 cities covered by Media Records.

The loss cut the 1959 gain in this category—a gain of 14.6% through September—to a cumulative gain through November of 9.4%.

■ More extreme losses were sustained by Midwest newspapers, especially in smaller circulation brackets, according to the Inland Daily Press Assn.

The cutback in auto linage all but eliminated the gains for the year made by 33 newspapers in IDPA's 8,000-to-12,000 circulation group. This group had gained 5.5% over its national auto linage through September, but the 65.3% drop sustained in November cut the cumulative gain through November to 0.7%.

The "average 25,000" circulation group newspapers suffered a similar loss that cut its cumulative gain in national auto ad linage to 5.5%, from a first-three-quarters gain of 12.8%.

■ Non-automotive national linage also dropped in November—by 25.4% in the 10,000 circulation group, by 9.9% in the 25,000 circulation group.

Nonetheless, the cumulative linage figures for all ad linage in both groups continued to show a gain over the 1958 performances. Through November, the 10,000 circulation group was 2.5% ahead of 1958, the 25,000 circulation was 5.3% ahead. #

Kettel Gets High Roerig Post

Anton G. Kettel has been appointed operations manager of the J. B. Roerig division of Chas. Pfizer & Co., New York. Mr. Kettel, who was previously with the headquarters staff of the Pfizer Laboratories division, will be responsible for all Roerig headquarters operations, including advertising, marketing and public relations.

THE YORKE GROUP

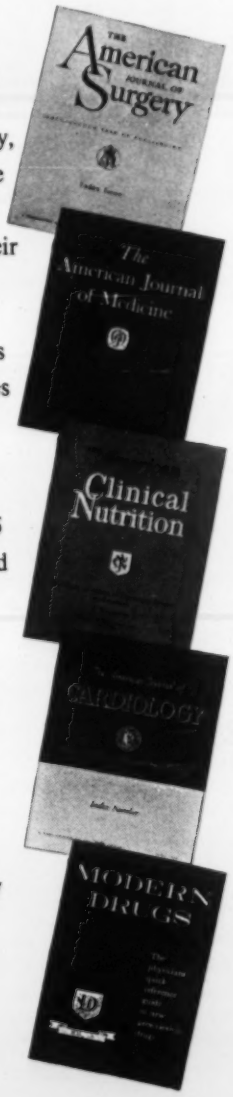
gives extra value
to your advertising dollars

The four medical journals in The Yorke Group are trusted and constantly read by a large group of influential physicians . . . the leaders in surgery, internal medicine, nutrition and cardiology. These medical leaders—over 35,000 of them—pay more than half a million dollars annually for their subscriptions to Yorke Group Journals.

Your advertisement in these journals reaches this influential segment of medical practice and shares in the prestige and confidence earned by The Yorke Group.

The fifth member, MODERN DRUGS, in its 25 years of publication, has become firmly established as the physicians' *reference* publication for new drugs. Your advertisement in MODERN DRUGS will produce results measurable by the direct response to your offer of literature or samples—a response that often surprises even sophisticated advertisers.

These five journals are The Yorke Group—where the leaders of the pharmaceutical industry meet the leaders of medicine.



The YORKE Publishing Company, Inc.
Subsidiary of The Reuben H. Donnelley Corp.
11 East 36th Street, New York 16, N. Y.
New York: MUrray Hill 3-2980 Chicago: FRanklin 2-3861

SPREADING THE NEWS
SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
713 FEDERAL STREET • CHICAGO 5, ILLINOIS

NEW PUNCH—*This is Pacific Hawaiian's colorful comics section half page.*

Pacific Hawaiian Ad Drive Heralds New 1-2 Punches

FULLERTON, CAL., Jan. 19—Pacific Hawaiian Products will spend more than $500,000 in 1960 to advertise its punches in six "push" periods. The budget is up substantially over last year, reflecting the addition of a second product, Golden Hawaiian Punch, in July, '59.

The campaign will be keyed to emphasizing that the company now has two punches—Hawaiian punch and Hawaiian Golden punch. According to Al Atherton, Atherton Mogge Privett, agency for Pacific Hawaiian, one objective is to make sure the consumer does not get "the false impression that the new product takes the place of the well established old product."

To establish this, half-page color comics section ads will run in 82 cities, via *Puck—the Comic Weekly's* national edition, Metro Sunday Comic Network, Metro Pacific Network, and independent Sunday comics sections.

Color will be used to show the punches in their different colored cans, so it is clear they are two different products. Comics sections are being used in preference to r.o.p. color, in the belief they will reach the whole family, whereas a major readership of r.o.p. color ads would be among women.

■ The ads will feature dominant illustrations, with seasonal themes —i.e., for July 4 the cans are shown as part of rockets, and copy reads: "Sky-high refreshment . . . tropic-fruit salute to our 50th state. Rocket-red Hawaiian punch and new Hawaiian Golden punch. At patriotic dealers everywhere, in big 46 oz. cans and fresh-frozen."

For coverage in additional markets, smaller b&w versions of the ads will run in 183 newspapers.

The insertions will be concentrated in six traditional promotional periods—spring, Memorial Day, Independence Day, Labor Day, Hallowe'en, and the year-end holidays. Supporting point of purchase material will be available to dealers. #

Four Stations Name Branham

Branham Co. has been named national representative for WKJG and WKJG-TV, Fort Wayne; WTRC, Elkhart, and WSJV-TV, South Bend, Ind. The stations were formerly handled by H-R Representatives and H-R Television. Branham also has transferred Richard A. Olmsted from its New York office to its Detroit sales office.

Pansek Joins Calusa

Ralph M. Pansek has been named director of advertising and sales promotion of Calusa Chemical Co., Los Angeles, manufacturer of laundering products. He formerly had a similar position at Scudder Food Products, Monterey Park, Cal.

Greenberger to 'Mademoiselle'

Mike Greenberger, formerly with the *New York Times*, has joined the sales staff of *Mademoiselle*.

Massachusetts Life Boosts Hoff

Gerhardt M. Hoff, assistant public relations manager of Massachusetts Mutual Life Insurance Co., has been named publications manager to head a new division in the company's public relations and sales promotion department.

DeLisle to 'Automotive News'

Anthony J. DeLisle has joined *Automotive News*, Detroit, as promotion and research director. Mr. DeLisle was formerly with the sales promotion department of the D. P. Brother & Co. agency.

FOR ADVERTISERS THE
Best Basic Buy
IN WEST VIRGINIA IS
THE CHARLESTON NEWSPAPERS
The Charleston Gazette
Charleston Daily Mail
Sunday GAZETTE MAIL
Publishers Newspaper Agency Corp CHARLESTON 30, W.VA. Reps: Johnson, Kent, Gavin & Sinding, Inc

1954
1955
1956
1957
1958
again in 1959

Advertisers used more linage
and invested more dollars
in The Evening Bulletin
than in any other Philadelphia
daily newspaper

The Evening Bulletin is America's largest evening newspaper
. . . and since 1905, Philadelphia's largest daily newspaper

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN

A Member of Million Market Newspapers, Inc.

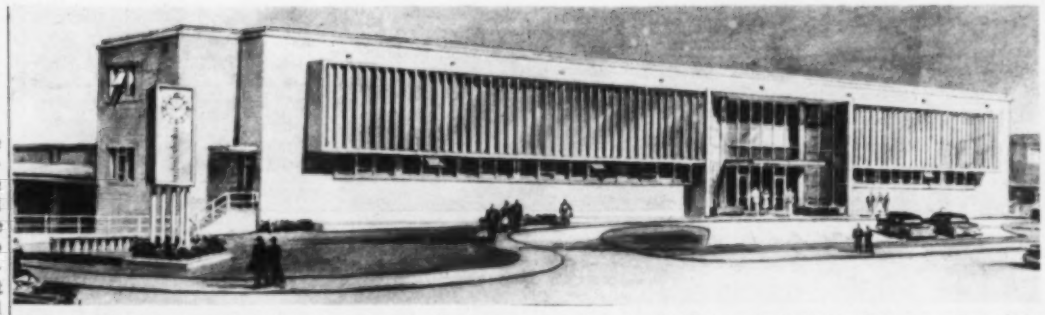
Along the Media Path

Shamie Publishing Co., Detroit, has formed a creative services department to render specialized trade advertising assistance to advertising agencies and food and grocery product manufacturers. Walter C. Shamie, vp, will head the new department.

• **Super Market Merchandising** has launched a new free service for supermarkets which will provide them with full-color package blowups of nationally advertised brands. These large-size package reproductions are designed to go with the price signs in supermarket windows and for the first time are available to operators all over the country from a single source.

ADVERTISING CIGARETTES
Entire cigarette package features your ad message. Cigarettes imprinted with trade name or ad message.
G. A. GEORGOPULO & CO., Inc.
Cigarette Manufacturers Since 1905
48 Stone St., New York 4

• **Civic Affairs Council** of the Chamber of Commerce of greater Philadelphia reports that Philadelphia's broadcast industry gave an estimated $110,000 in free radio time during the first six months to the "Sell Philadelphia to Philadelphians" campaign. The figure represents the total approximate rate card value of more than 5,000 pro-Philadelphia spot announcements that have been aired over the city's 12 radio stations since the campaign was launched in July.



NEW PLANT—*Construction has begun on the new plant and office building of the Telegraph and News, Macon, Ga. Completion is expected by December, and the newspapers plan to move into their new premises by January, 1961. The building will provide space for helicopter landings.*

Office of the government of New South Wales in New York will run a 28-page color gravure advertising magazine in the Jan. 24 issue of the *New York Times* on "New South Wales, the key state of Australia ... a land of exciting business opportunity."

• **National Provisioner** will feature a new cover format in its Feb. 6 issue. The new format will include the reversal of the *National Provisioner* masthead out of the top of an advertisement.

• Grand prize winner in the third annual Nargus-*Saturday Evening Post* nationwide Food Store Spectacular retailer merchandising contest, sponsored by the **National Assn. of Retail Grocers**, is Malcolm J. Reid, of Reid Food Stores, Staunton, Va.

• **Lansing State Journal** and the *Battle Creek Enquirer & News* began publication Jan. 4 of a special, 95-part series, "This is Our Michigan," designed to resell Michigan citizens on their own state. The series was made available to Michigan daily newspapers and an especially-prepared weekly condensation was offered to the state's weekly newspapers.

• The **Star**, Anniston, Ala., has moved into its new $1,000,000 plant at 216 W. 10th St. The *Star's* new press is capable of turning out 38,000 papers an hour, up to 48 pages straight-run, and is equipped for four-color printing.

• **Philip Carey Mfg. Co.** ran a nine-page ad in the January Design Award issue of *Progressive Architecture*. The ad series featured a sports civic center, an inland port facility, an associated bulders' center and a 150-bed community hospital.

• A McGraw-Hill business publication used a fold-out cover for the first time in the Dec. 28 issue of **Electrical World** when the General Electric Co. ran a three-page cover fold-out.

• **Popular Publications**, publisher of *Argosy, Adventure, True Adventure* and *Railroad*, celebrated its 30th anniversary on Jan. 15.

• Thirty national advertisers, contracting for more than 600,000 lines of advertising, earned nearly $26,000 in discounts during the first 13 weeks of the Continuity-Impact-Discount Plan of the **Louisville Courier-Journal** and **Times**. The frequency-volume discount plan was launched in September to encourage continuity in national newspaper advertising.

• **Canadian Builder** carried a 68-page supplement on house merchandising in its January issue. Included in the supplement was a 12-page section on "How Gas Can Help Sell Houses," sponsored by Canadian Gas Assn.

• **Department of New Laurels:** Advertising pages totaled 902 in 1959, a 50% increase over the 603 pages carried in 1958, **Reader's Digest** reports. Dollar volume increased correspondingly, topping $32,060,000 in 1959.

Popular Science reports its gross advertising revenue in 1959 totaled $3,222,259, a 39.3% increase over a decade ago.

Average circulation for the last quarter of 1959 hit an estimated 5,700,000, **Everywoman's Family Circle** reports.

Advertising revenue in 1959 reached $11,945,000, a 26.5% gain over 1958, **Sports Illustrated** reports.

Stanley Publishing Co. reports that in 1959 **Transportation Supply News** carried 3,868 ad units, a gain of 28%; **Jobbers Product News & Jobber News** carried 2,430 ad units for a 42% increase; and **Fleet Product News** carried 285 ad units in its four quarterly issues, showing an 82% gain.

Classified advertising linage in 1959 totaled 12,005,334, an increase of 42.3% over '58, **San Francisco Examiner** reports.

Electronic Design reports advertising pages totaled 4,280 in 1959, representing a 41% increase over the previous year.

MOBILE NEWSSTAND—*Copies of the New York World-Telegram & Sun are distributed via a specially-adapted multi-stop unit truck, designed by Hertz Corp., to readers in remote suburban areas. The newsstand-on-wheels travels over regular routes and by set time schedules to service readers without nearby newsstands.*

Don't make the same mistake twice

BUY NEGRO RADIO THIS TIME!

Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes *with Negro Radio*. It's true some read papers and magazines and some watch TV, but *95% of all Negroes listen to radio!* Rounsaville Radio programs 100% to Negroes *with* Negro performers. All six Rounsaville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the BUYING POWER of the Negro Market ... $824,219,000 *AFTER* taxes in the Rounsaville coverage area! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

Don't be misled that Negroes will buy anything. Negro incomes have increased 192% since World War II ... today's Negro is a selective buyer of quality items. Negroes are intensely loyal to products in which they believe. One outstanding, vital fact is that they *do believe* what they hear on their own radio. When one of their favorite personalities voices the selling message for a product it is believable. And with the believability comes sales. No matter what your budget for these six important markets ... no matter how many media you use ... a proper part of your advertising dollar MUST go to Negro Radio or you're missing this market! Experience IS the best teacher. Experience Rounsaville Radio—one of the oldest and the *largest* broadcasters in Negro Radio!

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN—
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

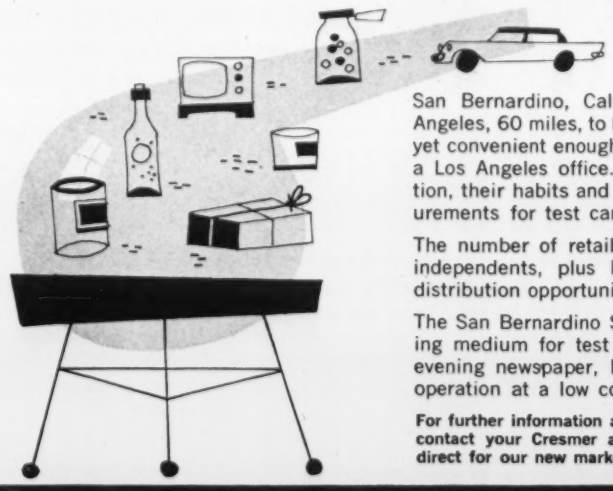
JOHN E. PEARSON CO.
Nat'l Rep.

ROUNSAVILLE RADIO

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

are you looking for an ideal
TEST MARKET?



San Bernardino, California is far enough from Los Angeles, 60 miles, to be a separate and distinct market, yet convenient enough for economical supervision from a Los Angeles office. The composition of the population, their habits and income levels are accurate measurements for test campaigns.

The number of retail outlets, outstanding chains and independents, plus local wholesalers offer excellent distribution opportunities.

The San Bernardino Sun and Telegram is an outstanding medium for test campaigns, with a morning and evening newspaper, R.O.P. color, and exceptional cooperation at a low combined rate.

For further information as to why this is your best test market contact your Cresmer and Woodward representative or write direct for our new market study.

SAN BERNARDINO SUN AND TELEGRAM SAN BERNARDINO, CALIFORNIA

pinpoint magazine coverage
in your market(s) with...

locally edited gravure magazines

in Toledo ... in any Region
or throughout the Nation!

The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.

Here are 12 of the best ...

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE • PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE

Economy Zooms, but Squalls Ahead Are Threatening, McNair Tells NRMA

Professor Cites World Trade, Labor Struggles, Inflation as Dangers

NEW YORK, Jan. 19—While forecasting a $17 billion increase in consumer spending—to $328 billion in 1960—Prof. Malcolm P. McNair, of Harvard University graduate school of business administration, told the National Retail Merchants Assn. here last week that clouds are gathering on the business horizon which "may begin to cast some darkening shadows by 1961 or even possibly late 1960."

Prof. McNair referred to clouds "rising in such quarters as our changed economic relationships with the remainder of the western world, where we seem to have come to the end of an era; the approaching climax of the inflation-deflation tug-of-war and the heightened political struggle of management and labor."

His recent optimism over a possible end to inflationary pressures now appears to be just "wishful thinking," he told the retailers, adding, "It now seems clear that the government has maneuvered a settlement of the steel strike that is inflationary in its implications."

■ For 1960, Prof. McNair forecast an inventory buildup, higher consumer credit for the purchase of automobiles, increased borrowing by state and local governments and business spending for plant and equipment.

"We had tight money throughout most of 1959, and if we add up the credit necessary to sustain all [of these] forecasts, we can readily apprehend that money will get even tighter. Historically," he said, "we know that sooner or later a prolonged period of tight money always has led to substantial business readjustments."

For department stores, Prof. McNair predicted a 5% increase in sales for the spring of this year. Sales of non-durables, he said, will follow an increased disposable income which will be generated by "the big bulge in business activity in the first six months."

■ Retailers also discussed problems affecting department and specialty stores at the four-day annual meeting, which ended yesterday.

The NRMA elected Alfred C. Thompson, executive vp of Miller & Rhoads, Richmond, Va., its president, succeeding Nathan J. Gold, board chairman of Gold & Co., Lincoln, Neb., and Isidore Newman Jr., president of Maison Blanche Co., New Orleans, as chairman of the executive committee, succeeding Mr. Thompson. J. Gordon Dakins was reelected executive vp and treasurer.

In formal resolutions the association called for the removal of all sales or excise taxes which were originally imposed as "wartime measures"; urged Congress to "close the loophole in our revenue code that permits consumer cooperative enterprises to avoid equal taxation with free enterprise retail establishments"; recommended that retailers support legislation to outlaw Sunday openings and opposed the "broadening of present disability standards under the social security law."

■ The use of "image" promotion by retail stores also was discussed at the NRMA meeting. Stanley Marcus, president of Neiman-Marcus, Dallas, said his store strives to build a good image, adding that he uses round tables, where employes discussed company problems, and "newsworthy" stories, sent to the local press, to help create this image.

To create a "favorable feminine reaction" to its women's store, McCurdy's, Rochester, N. Y., is talking about the prospective woman buyer and her family in weekly b&w newspaper pages, the retailers were told. McCurdy's philosophy: "Talk about her; don't sell her, but try to help her buy." The drive, which began last January, will continue through 1960.

Maybelle Hall and Rosanne Weiner, of Maybelle F. Hall Co., New York, told NRMA that, for women's fashions, "We must have more than the store image." While it "maintains identity, it loses the new look." They listed fashion appeal, excitement in mood and atmosphere, imagination, change of pace, and human warmth as important elements in fashion advertising. #

Jerrold Names Gould

Jerrold Electronics Corp., Philadelphia, has moved its advertising account from Lavenson Bureau of Advertising to Irving Gould Advertising. Jerrold installs and operates community antenna systems and closed circuit installations, and also markets an indoor tv antenna.

Hearst Boosts McConnell

Samuel H. McConnell, former subscription sales promotion manager of Hearst Magazines, has been appointed director of subscription sales, a post vacant for some time.

THE EXCITING WORLD

Excitement and motion are shaping today's world-wide textile news. New fibers, blends, yarns, colors, and finishes are creating the excitement . . . generating the demand. Textile mill managements are providing the motion . . . to meet increased consumer demand . . . to solve new technological problems . . . to provide for future production needs. In 1959 U. S. mills spent $343 million for new plants and equipment*, . . plan to spend at least $361 million in 1960!**

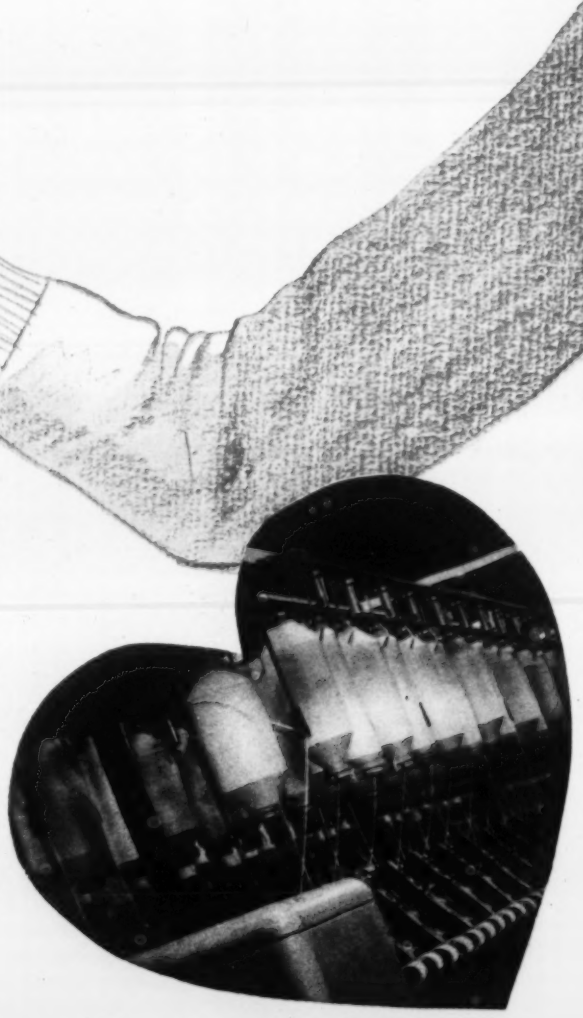
The entire face of the field is changing . . . a continuous wave of mill integration, greater concentration of dollar volume in the largest companies. Presently just 50 well-known names are doing over 40% of the business . . . setting the pace for the entire industry.

These momentous developments have made new demands on the field's leading business paper, too . . . created new editorial challenges. These needs were anticipated well over two years ago by TEXTILE WORLD's editors who innovated the first integrated publication with new, top readership features such as "Textile Business," "Fibers, Yarns, and Fabrics," and a complete "Chemical Treatment" section . . . backstopped by top-flight "know-how" articles on new developments in basic manufacturing techniques.

Results are on record—conclusively confirmed by more than 20 independent Readership Studies made by leading suppliers over their own *U. S. A.* textile customer and prospect lists . . . with TEXTILE WORLD receiving 71% more "most-useful" votes than the 2nd publication. Individual studies are available upon request. If, for some reason, you feel that your customer and prospect list is unique and would like to conduct your own readership survey, let us know, and we'll be glad to pay the freight.

Today, wherever textile management men are getting together in a group or committee to make a buying decision, TEXTILE WORLD moves your advertising right into the meeting. This fact is substantiated by hundreds of verbatims gathered from personal interviews.

**Estimated in fourth quarter*
***Source: McGraw-Hill Dept. of Economics Annual Survey*



At the heart of textile progress . . . new machinery (spinning, weaving, dyeing, bleaching and finishing) . . . new materials (fibers, yarns, chemicals and dyestuffs) SOLD through the pages of TEXTILE WORLD!

Six Advertisers in 'Better Homes' June 'Cookout Time' Unit

DES MOINES, Jan. 19—In a repeat of its 1959 promotion, *Better Homes & Gardens* has signed up six advertisers as participants in a special "It's cookout time" section, set for the June issue (AA, Dec. 21).

The ad unit—a 14-page dutch-door layout, in which each of the advertised products will occupy two punched and perforated horizontal half-flaps, will spearhead a national outdoor cooking promotion to run from mid-May through June.

Participating in the section are George Hormel & Co. (Spam), Lea & Perrins (Worcestershire sauce), General Foods (Good Seasons salad dressing mix), Campfire Marshmallows, Squirt Co. and Fonda division of Standard Packaging Corp. (Fonda paper products).

In addition to the ad section in *Better Homes & Gardens*, the *BH&G* food books—new cookbook, barbecue book, salad book, meat cookbook and holiday cookbook—will be offered in prepacks containing "Cookout time" display and promotion materials.

Merchandising aids, to go to about 8,000 retailers, will include in-store promotion kits, local ad kits containing suggested newspaper, radio and tv advertising, and some 3,500 tumble bins to hold advertised products.

■ To support the promotion, Meredith Publishing Co. will use newspaper and radio ads in 40 or more major markets. Agency for Meredith is J. M. Hickerson Inc.

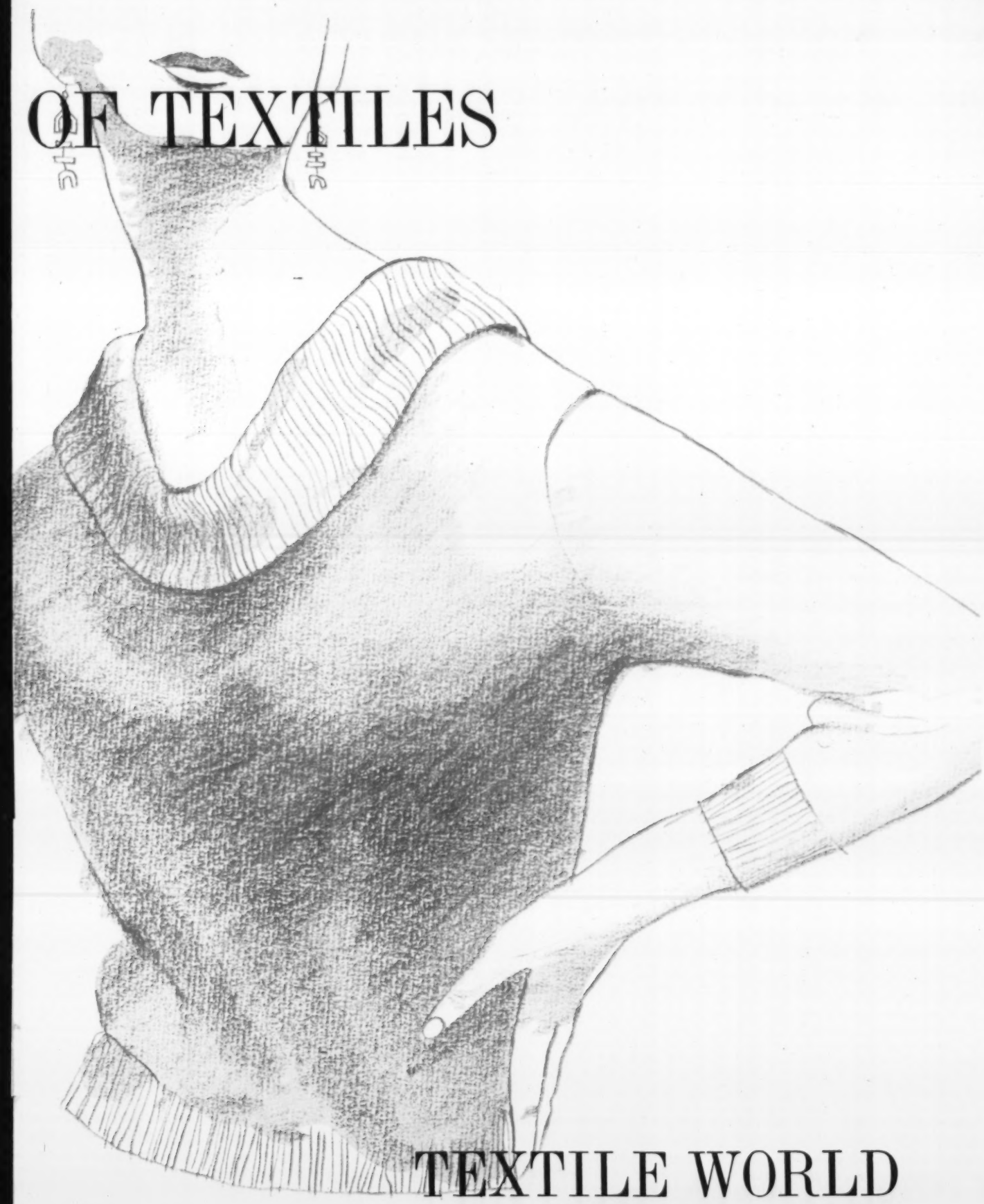
Agencies for participating advertisers are Batten, Barton, Durstine & Osborn (for Spam); Samuel Croot Co. (Lea & Perrins); Foote, Cone & Belding (Good Seasons); Leo Burnett Co. (Campfire); Honig-Cooper & Harrington (Squirt) and Smith, Hagel & Knudsen (Fonda). #

SPACE SELLING—*Shwayder Bros.' 50th anniversary advertising for its Samsonite luggage will be marked by a space-age theme. The campaign breaks in a three page section in the May 23 Life, shared by Owens-Corning. Ads like the one above will follow in This Week Magazine (June 12); New York Times (June 19), and the July issues of Reader's Digest, Sunset Magazine and True. Grey Advertising Agency handles.*

Meeker Promotes Three, Adds Two to Sales Staff

Ed Filion, formerly vp and general sales manager of Meeker Co., New York, radio-tv station representative, has been named vp in charge of West Coast operations and will make his headquarters in the company's San Francisco office. Charles E. Standard, previously eastern sales manager, has been named to replace Mr. Filion as vp and general sales manager.

Robert L. Dudley, former account executive in New York, has been appointed to the new post of director of station relations and sales development. Additions to the New York sales staff include John B. Dalton, previously with WOR-TV, New York, and John C. Kriete, formerly with Gilman, Nicoll & Ruthman.

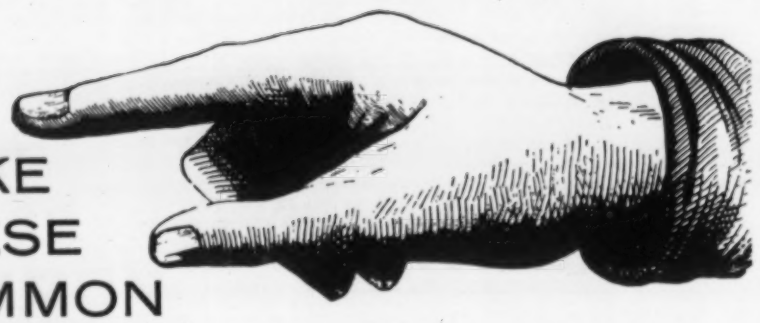


So much more -- at the Commodore!

Tough client session? Relax... with the biggest 'n best drink, by a master mixer, at the largest bar in New York! More of everything—five wonderful restaurants, top service, central location. Without doubt,' there's... SO MUCH MORE — AT THE COMMODORE!

HOTEL COMMODORE
42ND ST. AT LEXINGTON AVENUE N. Y. 17, N. Y.
MUrray Hill 6-6000 A ZECKENDORF HOTEL

DO YOU MAKE THESE COMMON MISTAKES



in getting hotel reservations? — Take minutes when just 4 seconds will do? Neglect to use Sheraton's Reservatron, the world's fastest reservation service? In short, do you phone any hotel other than the 54 clearly marked "Sheraton"? We offer a **fat free booklet** to the first 8,742 people who write, helping us test this ad. It's a stout 96 pages and gives the lowdown on Sheraton facilities in 39 cities. Address: Sheraton Corp., Ad Age Ad #4, 470 Atlantic Ave., Boston, Massachusetts.

Corinthian Boosts Northrop

Johnston F. Northrop, previously assistant to the president at Corinthian Broadcasting Corp., New York, has been appointed to the new post of administrative vp and treasurer. He also has been named treasurer of Corinthian stations, KOTV, Tulsa, Okla.; KHOU-TV, Houston; KXTV, Sacramento, Cal.; WANE and WANE-TV, Fort Wayne, and WISH and WISH-TV, Indianapolis.

'Digest' Carries Movie Ad

The new movie, "A Dog of Flanders," will be advertised by 20th Century-Fox via an editorial-style ad in the March issue of *Reader's Digest*. The page is headlined "The Boy—the Dog—and the Painter," and carries the byline of Quentin Reynolds. The ad is all text except for a small photo of the boy and his dog. Charles Schlaifer & Co., New York, is the agency.

POLKA DOTTY—*Foremost Dairies Inc., San Francisco, will distinguish its new packages with a polka dot design. The above bowing girl display will highlight the in-store introduction promotion. It is 30x40" over all, with an electric motor activating the girl to bow.*

FIFTH IN A SERIES: THE DSC STORY

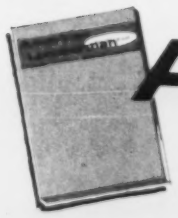
how can a **magazine** change a market?

dsc

Dealer Sales Control: New Dimension in the Building Market

How can a magazine create a program that changes the building market? Build 760,000 homes a year? Put custom remodeling on a mass production basis? Create a new retail industry? American Lumberman and Building Products Merchandiser did manage these formidable accomplishments with a program, DSC—Dealer Sales Control. How? 26 issues a year for 14 years by an award-winning editorial staff with a single purpose in mind is the main answer. The purpose: to help the lumber and building materials dealer realize his fullest potential as a dominant buying and selling influence in the building materials market and as a principal market factor in home building and home improvements. In addition to editorial direction, and as a result of it, the DSC program included these services to further this purpose: *Dealer workshop clinics to sharpen management skills* (5,000 dealers have attended 90 week-long clinics to date). *Store design and layout service to design the new building centers* (AL&BPM's own architectural staff has designed 300 built to date, average one a week, influence design and building of thousands more).

A consumer magazine for use by dealers in selling new homes, home improvements (10 million copies have been used by dealers to date; they use 275,000 copies of each issue). These services are only part of the story. Details on DSC and the new market it created are available.



American Lumberman

and Building Products Merchandiser

THE MAGAZINE SHAPING THE NEW BUILDING MARKET

'Unseen Multitude' Now Buys Magazine Space, Bondy Says

WHITE SULPHUR SPRINGS, Jan. 19—Today's magazine space salesman must cope with a multitude of unseen "veto-wielding decision makers," not with just a few agency and client people, according to Anton W. Bondy, print media manager of Lever Bros. Co.

That's why, Mr. Bondy said, magazine management must develop a mental image strong enough to precondition those whom the space salesman can't contact.

■ Speaking at a national sales meeting of *TV Guide* here today, Mr. Bondy said magazine selling has progressed "far beyond the mere mating of space salesman with space buyer.

"Not long ago, the magazine space salesman had only to cover the space buyer, account exec and ad manager to reach everyone who had a voice in media buying decisions," Mr. Bondy said, but today's sale must be cemented at many layers in the business structures of both client and agency.

■ "A media plan today," he said, "is likely to be examined by as many as 100 people in a long chain of decision makers. And although the space salesman obviously cannot call on and impress every link in this chain, any one of these decision makers who is not properly preconditioned to accept a magazine can cancel a sale, even though he may not be knowledgeable about the field."

Magazine management can help the salesman overcome this, Mr. Bondy said, by "implanting a profile of a particular publication in the minds of decision makers at all levels."

Once this is done—either through editorial content or with a slogan—the image must be promoted constantly, consistently and continuously, he said. #

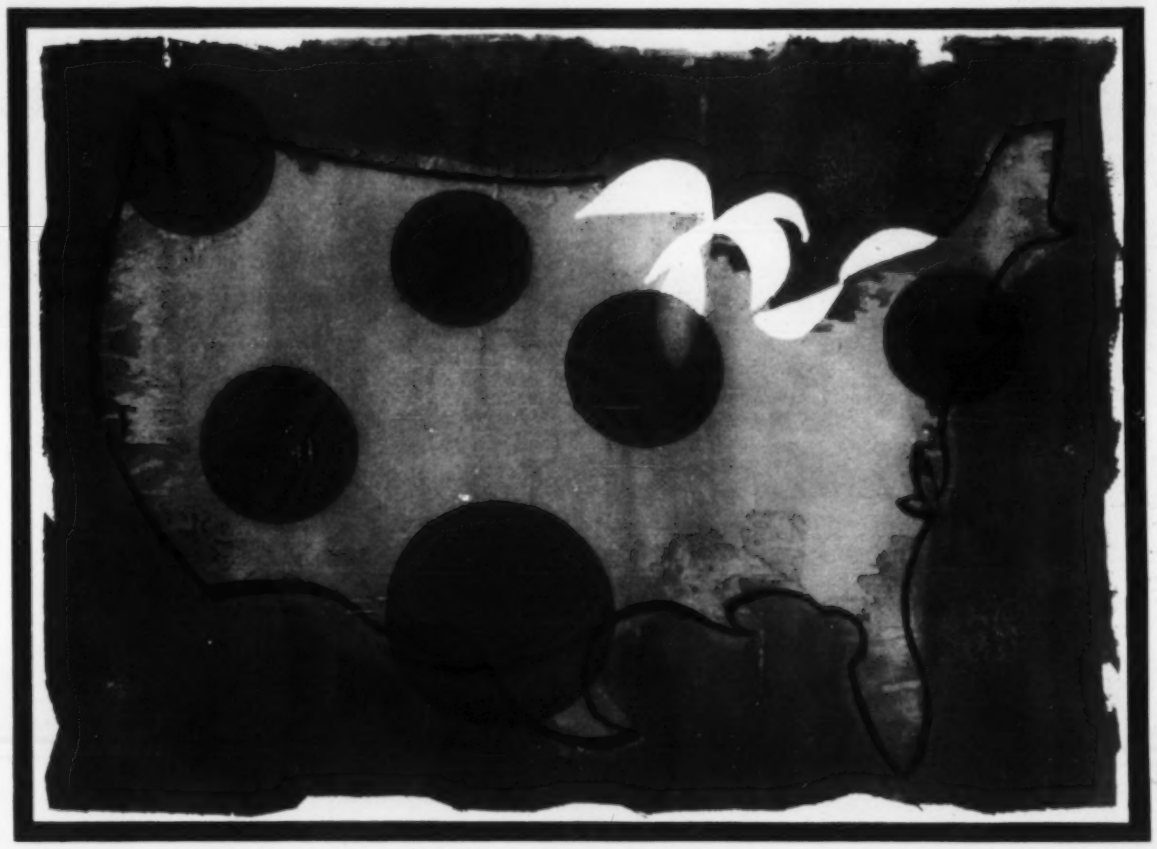
Quirk to Regional Ad Manager

Raymond G. Quirk, formerly with Conde-Nast and Ziff-Davis in sales, has been appointed regional ad manager for the New Jersey, eastern Pennsylvania and Delaware by *Missiles & Rockets*, published by American Aviation Publications. Mr. Quirk will continue to represent American Aviation's *Armed Forces Management* in the same regions.

Custom Accessory to Keller

Custom Accessory Sales, sales division of Aeromotive Products, San Jose, Cal., manufacturer of light tops and bumpers for pickup trucks, has appointed Keller-Crescent Co., Evansville, Ind.

CUSTOM TAILORED FARM COVERAGE



Reach decision-making commercial farmers—in the areas you choose. Buy Nation's Agriculture circulation according to *your own* distribution pattern—

in any pattern of states you want to cover.

Your message will be read in the newly revamped Nation's Agriculture—a magazine for business farmers, published by the American Farm Bureau Federation. Total circulation guarantee: 1,600,000.

You can now buy, at the rate of $2.49 per page per thousand circulation, (black and white basis) top farm circulation in the states you choose to cover exclusively through

nation's agriculture

2300 MERCHANDISE MART, CHICAGO 54

The Three P's: Promotion, Publicity, Pulchritude

NOW IS THE TIME TO PICK UP YOUR PACKETS OF GARDEN SEEDS
PICK THE PENCIL THAT WILL DO MORE JOBS BETTER FOR YOU
You just can't miss with ea... ...ad like this...
Kelco Supply Company
311 East 14th Street
Minneapolis 4,
Minnesota
Federal 8-8471
NATIONAL PICKLE WEEK
MAY 21-30

Though public relations men have acquired their own highly technical and learned vocabulary in recent years in order to elevate their art to a science of engineering consent, one divine inspiration still remains: The female form. In vulgar parlance, this surefire gimmick to catch the editor's and reader's eye is known as cheesecake. And thus, onward to Advertising Age's 1959 Cheesecake review. These pictures of beauties all crossed our desk during the last year, and all of them represent a product or idea which someone wants you to notice. One of them is an ad: The Kelco girl, who sells emergency and first aid equipment. The two cutout girls are not associated with products but with holidays of interest to merchants: The girl with the roses wants to remind you of Easter and the other of Valentine Day. Regular readers also will recognize Miss National Pickle Week, Miss Garden Seeds, Miss Atlas Van Lines, Miss Break-A-Cold and Miss Pick the Pencil.

THIS IS THE NEW CHICAGO—WHERE GREAT THINGS ARE HAPPENING!

Up...up...up...*hold it.* The great steel girder inches into place—and the new Northwest Expressway moves another step nearer completion.

A year from now you can be driving over this very spot, rolling along a broad stretch of concrete, nonstop from the Loop to Chicago-O'Hare International Airport some 23 miles away. Near at hand are links with other highways and toll roads connecting Chicago with the rest of the Midwest. Great things are happening here!

So swift is the tempo, one races to stay abreast.

A native Chicagoan, gone but a dozen years, would find an all-new city on his return. Skyscrapers he had never seen. Suburbs mushroomed overnight. Shopping centers. Medical centers. Housing centers. All new.

He would find, on the stands, a new newspaper: the Chicago Sun-Times. Unknown a scant 12 years ago, the Sun-Times has already climbed to the No. 2 spot in Chicago—a performance that has no equal in modern newspapering.

Like the bustling, burgeoning city it serves, the Sun-Times plans even now for the bigger days to come—adding new facilities...installing new presses. As Chicago grows, so grows the Sun-Times!

THIS IS THE NEW SUN-TIMES—WHERE GREAT THINGS ARE HAPPENIN

Twentieth in a series

The Story That

It wasn't the biggest story that Al Knoerr ever wrote, but it was the biggest that Charlie Steen ever read. This is the story of two men and the Mi Vida mine.

First, Alvin W. Knoerr, a graduate mining engineer with summer jobs as chute blaster, high hang-up man, timberman and mucker—now editor of McGraw-Hill's Engineering & Mining Journal . . .

After the war, Al Knoerr set a high goal for himself—the story of uranium. Rim-flying, jeep-riding, and climbing by hand over the West's prime uranium territory, he gathered material for a series of articles which began in '49. His first, the one that sparked Steen, was "Can Uranium Mining Pay?"

Charlie Steen was a young geologist who worked for an oil company, first in Peru, then in the Southwest. He read Knoerr's article, decided to strike out on his own. Even after his money ran out, he borrowed a grubstake and continued to prospect.

Steen finally came up with a uranium-rich drill core, and found two old friends to finance one big gamble. He sunk the Mi Vida shaft—and became a millionaire.

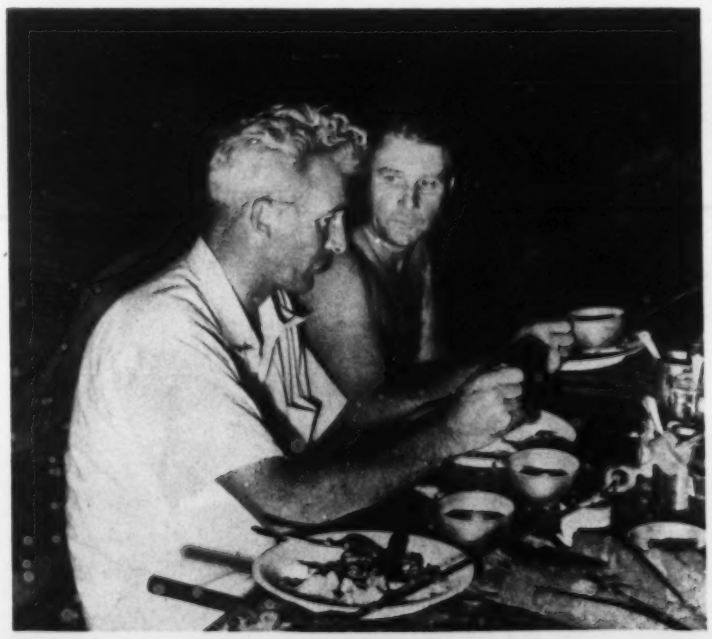
What does it all prove? The first thing is that McGraw-Hill editors get *all* the facts. The second is that they know their fields personally, know the kind of information readers can use in their work. The third is that the readers *know* they know.

The very fact that they *pay* for McGraw-Hill magazines shows that they want them. Charlie Steen does—and so do more than a million other key men in business and industry.

McGraw-Hill

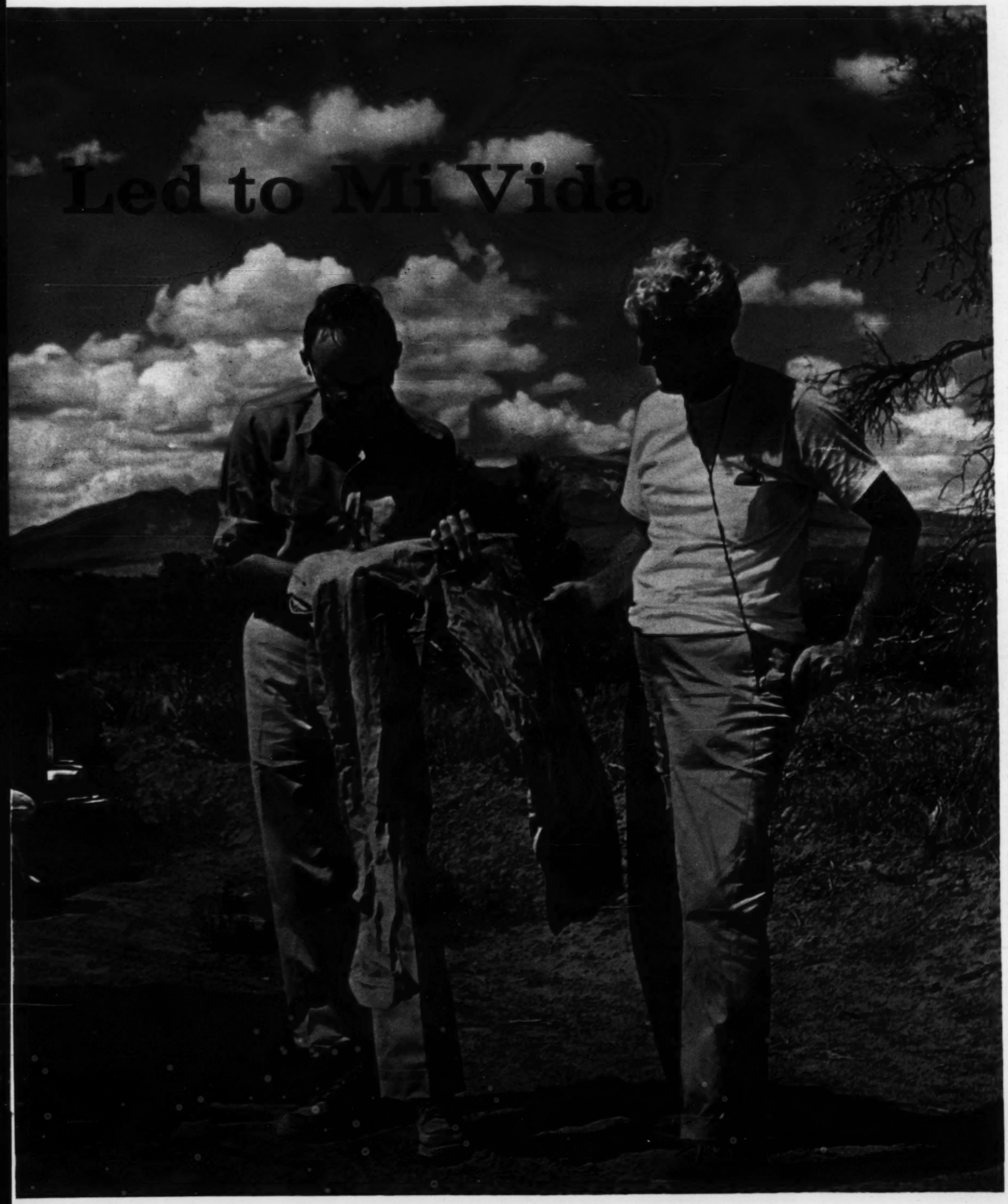
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.



Franks and beans were the menu for Al Knoerr and Phil Simmons, of the Atomic Energy Commission, when they ate off a jeep tailgate on the Colorado Plateau. One result of Knoerr's personal legwork was his final article, "U_3O_8—Formula For Profits."

Al Knoerr received the Jesse H. Neal Award for "U_3O_8," and the Industrial Marketing Award for the "Best Single Article in an Industrial Publication." Significantly, the AEC ordered thousands of reprints, sent them to everyone who asked about uranium.



"I owe your magazine a debt of gratitude," Charlie Steen says. He is showing Al Knoerr (right) the ragged trousers he was wearing the day of his history-making discovery at Mi Vida.

False Ad Costs Consumer More Than His 25¢; It Can Kill His Belief, Says Weir in New Book

By James V. O'Gara

NEW YORK, Jan. 20—In a day when revelations of payola, fixes, and misleading ads make it appear that all of Madison Ave. is venal if not corrupt, it is surprising and reassuring to come upon Walter Weir's book, "On the Writing of Advertising," published today by McGraw-Hill ($5).

It is surprising and reassuring, because it is a book that sings, not of success but of ethical standards. It is a book that magnifies not money but morality. It is a book that hymns, not huckstering but honesty. And the beauty of it all is that it makes good, sound, interesting sense.

Ethics, morality and honesty may seem to some to be strange subjects to find in a volume "On the Writing of Advertising," but Mr. Weir, chairman of the executive committee of Donahue & Coe, nevertheless has combined these ingredients into a glowing book that every creative man should read and ponder.

Creative men will find here no easy formula for good copywriting. But they will find the meat and bones of a discipline, a philosophy for their profession, if such it may be called, that will nourish and enrich them and their copy.

■ Mr. Weir does not suggest that by practicing the tenets of his copywriting faith you can become a successful—that is, a moneyed—copywriter. But you can master the art of communication. And communication, as the devoted creative man knows, is "not artifice but a life function."

"I believe advertising is essentially one human being communicating with another; that it is nothing else; that it must remain this; and that, unless it does, it ultimately fails of its end purpose—which must be to benefit, not exploit, mankind," says Mr. Weir.

"I would say," he writes, "that the cause of bad stomachs and bad advertising is essentially the same—a denial of the ethical standards that at one time oriented all our decisions and gave positive and unhesitating direction to our acts.

■ "Combine a sizable income, achieved through opportunism rather than through unwavering adherence to one's fundamental beliefs, and a level of living such income has made possible, and you bring into being a fear that ulcerates the mind as well as the stomach. For this is a fear not of honest and honorable failure—of defeat in a fight courageously fought for principles deeply believed in—but of a fall from position, of loss of face, of humiliation. This is a fear, not of what we will think of ourselves if defeat occurs, but of what others will think of us. For when we deny our beliefs, we deny our self."

And what should be the beliefs, the often difficult disciplines, to which creative men should cling? Mr. Weir answers:

". . . I feel we must always write, aware that we are in some way affecting the lives of other people, and take every precaution to see to it that we affect them for good. If there is inescapable, incontrovertible evidence that what we advocate is harmful or if we can advocate only by dissembling, then I feel we must in all conscience put away our pen.

■ ". . . The purpose of advertising is not to sell but to benefit a human being."

The copywriter's skill resides "in injecting the highest degree of persuasion into the message he writes without ever misleading the reader.

"The advertisement must prepare its reader for the actual experience he will have when he does what the advertisement seeks to have him do.

"If advertising is ever to graduate from blatancy, from duplicity, from triviality, it can only be through the treatment given to it by people who believe it serves a useful end—and serves that end best by conveying vividly and honestly a conception of the product (or service) advertised, its proper use and the result of that use.

". . . I believe one best prepares himself for communication by learning to love and genuinely loving all the countless other human beings with whom he inhabits the earth. I do not believe one can be a cynic and communicate effectively."

■ And here is another ethical concept that could, with profit, be placed under the glass tops of desks in copywriting cubicles, agency management offices, client suites:

"Because we who create advertising are toying with so potent a force in human existence," Mr. Weir writes, "we take upon ourselves (whether or not we realize it) a heavy responsibility: The responsibility for encouraging and justifying, rather than undermining and denying, the human wish to believe.

"We may say to ourselves that little harm is done when, through overstatement or misstatement, we cause someone to part with a dime or a quarter for a product that will not do all our advertising claimed it would do. But we are not dealing in dimes and quarters; we are dealing in belief. And no matter how legally we deceive, we break a thread in the whole vast tapestry of belief that is our civilization."

■ All in all, "On the Writing of Advertising" stakes out and develops, as S. R. Bernstein notes in a foreword to Mr. Weir's book, "a rational and realistic philosophy upon which the creative advertis-

132,121 building projects verify your top building market coverage in Architectural Record!

Nine-tenths of the total dollar value of all architect-planned building, nonresidential and residential, small and large, is in the hands of Architectural Record's architect and engineer subscribers.

This statement is based on a study of F.W. Dodge Corporation *Dodge Reports* covering 132,121 building projects with a total contract value in excess of $8 billion.

These projects represent a full year's activity of nearly 5,000 architectural and architectural-engineering firms of all sizes.*

Architectural Record is the one magazine whose building market coverage is documented with the aid of *Dodge Reports*—the indispensable tool for accurately measuring the dollar value of all types of architect-planned building and identifying the architects and engineers involved.

Dodge-documented market coverage is one good reason why Architectural Record is the best

ing man can stand." He may never get rich by embracing it, but he will ennoble himself, his art and all advertising. #

IAA Reschedules Congress

The International Advertising Assn. has moved up the date of its annual convention to June 1-3. The convention, now being called a congress, has been traditionally held during the last week of April. It will also move this year from the Roosevelt Hotel to the Waldorf-Astoria, in New York. Allen Reffler, eastern advertising manager of the *Life* international editions, has been named chairman of the congress. Theme of this year's meeting has been set as, "Management's Greatest Challenge—International Marketing."

Alderson Names Seares

A. N. Seares, 35-year veteran of Remington Rand who retired from that company June 30, 1958, has been elected president of Alderson Associates, Philadelphia marketing and management consultant. Wroe Alderson will continue as a member of the board of the corporation and will serve as director of research.

Heintzelman Voted President

George H. Heintzelman, co-publisher of the *Record*, Coatesville, Pa., has been elected president of the Pennsylvania Newspaper Publishers Assn. succeeding Richard E. Rentz, co-publisher of the *News*, New Castle, Pa. Herman E. Basehore, co-publisher of the *Republican*, Meyerdale, Pa., is the new association vp.

Zeiger Gets Marketing Post

John G. Zeiger, formerly with Management Development Associates, New York management consultant, has been named to the newly created post of director of marketing of Taft-Peirce Mfg. Co., Woonsocket, R.I., maker of instrument gauges, magnetic chucks and machine tools.

RPI Appoints McSweeney

John J. McSweeney has been named a vp at Radio Press International, New York, an independent news gathering service recently bought by WMCA, New York. He will continue as sales manager at WMCA in addition to his new duties.

Just what is a wife worth these days?

NEVER UNDERESTIMATE—*This is one of a series of b&w newspaper pages used weekly throughout 1959 and scheduled for 1960 to create a "favorable feminine reaction" for McCurdy's, Rochester, N. Y., department store. Rumrill Co., Rochester, handles the account.*

CBS Radio Adds 5 Sponsors

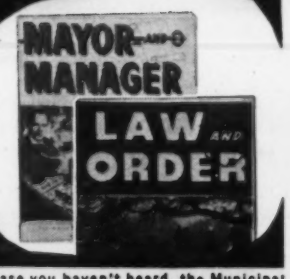
CBS Radio, New York, has added five sponsors for the new season. They include Pepsi-Cola Co. (Kenyon & Eckhardt), for a heavy schedule of daytime drama units, news shows and "Impact" segments for 26 weeks; Bristol-Myers products division (Doherty, Clifford, Steers & Shenfield), 52 weeks as co-sponsor of the 10 a.m. and 7 p.m. (EST) news, Monday through Friday; Tetley Tea Co. (Ogilvy, Benson & Mather), a 10-minute segment weekly of "Arthur Godfrey Time" on a 52-week schedule; American Molasses Co. (Kastor, Hilton, Chesley, Clifford & Atherton), two weekly five-minute units of "House Party" for 16 weeks; and Northam Warren Corp. (Ellington & Co.), two weekly five-minute segments of "House Party" and daytime dramatic series for four weeks.

Helene Named Ad Manager

Goulds Pumps, Seneca Falls, N.Y., has appointed William B. Helene manager of advertising. Mr. Helene was formerly assistant advertising manager. G. W. Cramer, formerly advertising manager, has been named to the new post of manager of publicity.

advertising buy in its field. Here are four more:
• Top editorial quantity and quality. Most editorial pages. Most editorial awards. Content timed and balanced with the aid of Dodge Reports to be of maximum value to architects and engineers in terms of the work on their boards.
• Preferred readership. Voted "preferred" by architects and engineers in 126 out of 141 studies sponsored by building product manufacturers and their agencies.
• Clear-cut circulation leadership. Most architect subscribers . . . most engineer subscribers. By far the highest renewal percentage.
• Advertising. Most building product advertisers . . . most advertising pages . . . most exclusive advertisers—year after year!
*For detailed information on Architectural Record's coverage of individual types of buildings based on a full year's census of all architect-planned work in 24 states, ask for our "Market Coverage Folder."
Just three steps to document your building market coverage—
but only Architectural Record can take them!
1. Measure the total size of the architect and engineer planned building market, nonresidential and residential, small and large.
2. Identify the active architects and engineers in this market, the types of buildings they are doing and their dollar value.
3. Check the names of these active architects and engineers against the names of subscribers.
Only Architectural Record can take these three essential steps because only Architectural Record has full access to Dodge Reports and from which accurate records are maintained of the work of individual architectural and engineering firms.
F. W. DODGE CORPORATION
Architectural Record
119 West 40th Street, New York 18, N. Y.
OXford 5-3000
"workbook of the active architect and engineer"

there's money to be made in the MUNICIPAL MARKET!



In case you haven't heard, the Municipal Market is 35 BILLION DOLLARS BIG! And the one magazine aimed directly at the buyers and planners for more than 6,000 U. S. communities with populations of 1,200 or over, is MAYOR AND MANAGER. Read by 7,683 (BPA) executives, MAYOR AND MANAGER is the ideal setting for your "municipal product."

And, did you know that police executives annually spend TWO AND ONE HALF BILLION DOLLARS for police equipment and supplies? To reach and sell 7,415 (BPA) chiefs costs less than 2½¢ a contact in LAW AND ORDER. The total average circulation of 12,834 (BPA) makes LAW AND ORDER the most widely read police publication in America!

BPA NBP

For details, write or contact:

MAYOR and MANAGER
LAW and ORDER
72 W. 45th St. • New York 36, N.Y. • MU 2-8808

PHOTOGRAPHIC REVIEW OF THE WEEK

OUTDOOR SPREAD—*Reuben H. Donnelley Corp., Chicago, is using this unusual "two-page spread" technique in outdoor in over 200 locations throughout Chicago and suburbs. Side-by-side boards will be used as a supplement to Yellow Pages radio and newspaper ads. Earle Ludgin & Co. is the agency.*

MAPPING PLANS—*Alfred C. Fuller (left), founder and chairman, and his son, Avard E. Fuller, president of Fuller Brush Co., study plans for new roads to the newly opened $6,500,000 company plant in East Hartford, Conn. The elder Mr. Fuller started the company 54 years ago with an investment of $375. In addition to brushes, the company now makes machine tools, radar parts and air compressors.*

Kruidenier Smith Harding Rich Saukerson Barnhill Thees Heindel Moffett Lord Green Kurz

NAEA CONVENTION—*Rubbernecking at the 84th meeting of Newspaper Advertising Executives Assn. in Chicago last week were David Kruidenier, William T. Smith and Louis Rich, Des Moines Register and Tribune; Clarence Harding, South Bend Tribune; Norm Saukerson, Milwaukee Journal; Les Barnhill, Miami Herald; Jack Thees, New York Herald Tribune; Louis Heindel, Mercury and News, San Jose, Cal.; John Moffett, Minneapolis Star and Tribune; Charles B. Lord, Indianapolis Star and News; Monroe Green, New York Times, and Walter Kurz, Chicago Tribune. A record turnout of newspaper executives were urged to continue the Total Selling program.*

Kellstadt Lipscomb Stewart Carter Batterton Platt Keller Schneider Van Hoose Carson Elder Wheeler

NEWSPAPER BRASS—*Russ Stewart, Chicago Sun-Times, presents an award for outstanding newspaper advertising on behalf of Newspaper Advertising Executives Assn. to Charles H. Kellstadt, president of Sears, Roebuck & Co. Looking on is Charles T. Lipscomb Jr., president of Bureau of Advertising. Other newspaper executives pictured at the NAEA convention included Maurice Platt and Harry Keller, Philadelphia Bulletin; Amon Carter, Fort Worth Star-Telegram; M. F. Batterton, Bureau of Advertising; Don Schneider, Dallas Times Herald; Hayden Van Hoose, Shreveport Times and Journal; R. H. Carson, Raleigh News & Observer and Times; Matt Elder, Tulsa World and Tribune, and Dan Wheeler, News and Leader & Press, Springfield, Mo. Mr. Kellstadt was one of the principal speakers at the convention.*

Beisel Butler Herman Burgeson Wilhelm Nordyke Hartford Stone Honaker Sauerberg Reisinger

TAKE TEN—*Relaxing between sessions at the 84th meeting of Newspaper Advertising Executives Assn. are Dan Beisel, Green Bay Press-Gazette; M. J. Butler, Houston Chronicle; Laurence Herman, Detroit News; Edward Burgeson, Bureau of Advertising; Dean Wilhelm, South Bend Tribune; Hollis Nordyke, Tribune, Ames, Ia.; E. A. Hartford, Los Angeles Times; Grant Stone, Cleveland Press; H. H. Honaker, Rockford Newspapers; W. W. Sauerberg, Ward-Griffith Co., and LeRoy Reisinger, Chronicle-Telegram, Elyria, O. The three-day convention was held at the Edgewater Beach Hotel in Chicago.*

THERE'S ALWAYS ONE IN EVERY GROUP!

Ever notice people talking about boats?

On the docks, in the marinas, over coffee—wherever the talk is about boats—there's one man in every group who commands the most attention. He's the man whose interests go beyond appearance, comfort and convenience. He's also the kind of man who reads POPULAR MECHANICS.

Sure, he likes styling. But he's interested in hulls, acceleration, fuel, power—in short, he talks about all the things that make boats go. He knows what to look for in a boat—and why.

That's the POPULAR MECHANICS man. He's intensely curious about the mechanics of modern living.

He may be among the one-third of PM readers who own boats. He may be buying a car—or a power mower. Whatever he does, whatever he buys, you can bet he specifies.

If he is sold on your product he knows why—and so will his friends and neighbors who respect his special talent for knowing what he talks about. Like many men, he talks most about what he knows best. And, he's a *big* man to have on your side.

You can sell him, and over five million men like him, with your product story in POPULAR MECHANICS. It is *his* kind of magazine. It sparks his thinking on what to do, what to buy—and why.

*

BOATING EDITORIAL?

. . . POPULAR MECHANICS *carries more than any other magazine, except one (a weekly).* Lloyd Hall, CMR 1959.

POPULAR MECHANICS

Published in eight International editions

A HEARST MAGAZINE

Puts Men **in Motion**

Media Must Ban False Ads, Cone, Kellstadt Warn

(Continued from Page 3)

the case of highly controversial, competitive claims, publications must refuse to run advertising until such issues are settled by competing advertisers, he said.

Mr. Cone defended the use of substitute materials in commercials for television, such as shaving cream used in place of whipping cream, and mashed potatoes or specially developed plastics used in place of ice cream.

■ "They are done for the sole purpose of making products look and act like they look and act in actual use—rather than as they would look under the glaring Klieg lights and through the electronic eye of a b&w camera—where, as you know, white is impossible to photograph satisfactorily. And nice, clean white can be obtained by photographing something blue or yellow or grey," he said.

"Almost all of these things that sound like cheating are nothing more than matters of photographic technique or, as in the case of the glycerine beading and mashed potatoes masquerading as ice cream, the battle against studio heat, and time.

"Let us be careful in charging chicanery in advertising where mechanical techniques to obtain reproductions of product demonstrations or product performance, have no effect whatever on product and promises."

■ Newspapers should refuse to sell advertising to advertisers who refuse to follow reasonable rules for truthful advertising, according to Mr. Kellstadt, president of Sears, Roebuck. He prefaced his remarks by pointing out that Sears invested $52,500,000 in newspaper advertising last year—an increase of almost 8% over the $48,650,000 invested by the company in dailies in 1958.

In discussing proposed media control over advertising claims, Mr. Kellstadt said "most advertisers would fear it—but, unfortunately, most newspapers do not enforce it."

Mr. Kellstadt maintained that newspapers should apply the same standards to accuracy in advertising that are applied to editorial columns.

"I am not suggesting that newspapers serve as a 'corporate cop'—but I do believe that newspapers are in a unique position to enforce the type of advertising presentation which best serves the interests of the public, or else, the news and editorial columns will be as questionable as the exploitation in the ad column.

■ "What standards should newspapers establish for their advertisers?" Mr. Kellstadt said. "Nothing new needs to be created—there are recognized standards that need the enforcement that can best be provided through newspapers."

The Sears president advised all advertisers to maintain a "hands off" policy as far as the editorial content of newspapers is concerned. He asserted that freedom of the press must be maintained.

"The large advertiser must recognize and acknowledge the dangers in the financial relationship with the press—and avoid any exploitation of that relationship that could be construed as endangering freedom of the press," he said.

"News is news—and you appraise that. We generally accept your judgment. Ads are ads—but frankly, and to a much greater extent, we look to you for constructive assistance—in market analysis, consumer buying habits and other phases of sales promotion activity," he said.

Wilson McClure Lemons Young Scofield

NAEA OFFICERS—*George Lemons, Greensboro News and Record, retiring president of Newspaper Advertising Executives Assn., greets the new president, Russell W. Young, Seattle Times. Other officers of the organization include Russell E. Scofield, Miami News, exec vp; Eric M. Wilson, Montreal Star, 1st vp, and J. Warren McClure, Free Press, Burlington, Vt., 2nd vp.*

■ Theme of the convention was "Total Selling Comes to Main Street." Speeches and presentations were sandwiched in between musical numbers put on by a brass band and the same five dancers and singers who starred at the 1959 convention. The musical portions of the program, however, were little more than warmed-over versions of the sprightly tunes which helped to make last year's meeting a success.

Probably the most interesting development at the convention was the disclosure that the Bureau of Advertising, ANPA, will now ask advertisers for specific schedules—a policy that the BofA has not undertaken in previous years.

In the past, the BofA has been largely a public relations arm of

"I'd try to get it on Joe's page..."

Media men know Joe Kaselow's daily ad news column is just one of many reasons why the TRIB attracts men who mean business... is the top spot for reaching decision makers in management and agencies. Another plus – the New York Herald Tribune's open rate of $1.67 a line (lower on contracts) makes an effective pitch economical!

the ANPA, although the bureau has been selling the newspaper field generally in the last two or three years.

Charles T. Lipscomb Jr., president of BofA, told ADVERTISING AGE that the BofA asking for ad schedules does not represent a change in policy. "It has always been permitted but we never did it before because of a lack of manpower, and also because the bureau was regarded as a public relations and not a sales unit."

■ It also became quite clear that there will be many more joint selling efforts this year by BofA and the American Assn. of Newspaper Representatives. The AANR-BofA joint selling unit was first established last year (AA, July 13), and the selling teams have put on a number of presentations for major national advertisers this past year.

Three of the presentations—one to Firestone Tire & Rubber Co., another to Dash dog food, and the third to Calvert Distillers Co.—were put on at the NAEA convention.

The newspaper representatives who are members of the joint selling teams work for competing representative companies but have joined with BofA to sell the entire newspaper field to national advertisers, particularly those who have been spending their ad dollars in other media.

■ The selling teams are making specific recommendations to national advertisers and their agencies as to what markets the companies should be in and how much newspaper space to buy to run an effective campaign.

Among the national advertisers who have already been contacted by AANR-BofA sales teams, or will be contacted in the near future, are General Foods, Sinclair, Dodge, Continental Baking, Gulf Oil, Lever Bros., National Biscuit, Purex, Rexall, Hunt Foods, Burgemeister beer, Hills Bros., Crown Zellerback, B. C. Remedy, Dr. Pepper, Frito Co., Mars Candy Co., Pabst, Quaker Oats, American Tobacco, Vick Chemical, John Hancock Insurance, Gillette, Florida Citrus Commission, Bayuk cigars, Atlantic Refining Co., Campbell Soup and Hiram Walker Ltd.

Mr. Lipscomb stressed that the BofA will recommend markets and linage amounts to national advertisers and their agencies but will not recommend individual newspapers.

■ Members of NAEA were urged to concentrate their selling efforts this year on retail advertisers. They were reminded that retailers were primarily newspaper advertisers, but such media as television had made some inroads into the retail ad field.

The BofA told NAEA members that the automobile, food and appliance promotions, which did well in 1959, will be repeated this year. The name of the car promotion this year will be, "National New Car Dealer Week—Buy Now." Promotion kits for newspapers prepared by BofA are available now for $15.

■ Russell W. Young, advertising manager of the *Seattle Times*, was elected president of NAEA, succeeding George Lemons, *Greensboro News* and *Record*. Other officers, all elected for one-year terms, include Russell E. Scofield, *Miami News*, exec vp; Eric M. Wilson, *Montreal Star*, 1st vp, and J. Warren McClure, *Free Press*, Burlington, Vt., 2nd vp.

LeRoy F. Newmyer, vp and general manager of the *Toledo Blade* and *Times*, and an NAEA member for many years, was awarded a lifetime membership in the organization. #

NOTICE—*Carolina Power & Light Co. is running ads like this in newspapers throughout North and South Carolina to call attention to its trade publication ads. J. T. Howard Advertising Agency, Raleigh, N. C., is the agency.*

Reines to Baar & Beards

Harriette Reines has been appointed fashion director of Baar & Beards, New York, manufacturer and importer of Top Hit fashion accessories. Miss Reines was formerly fashion coordinator of Sportempos-Suburbia, U.S.A., a division of Reliance Mfg. Co. She succeeds Marvin H. Robins, and will be in charge of fashion activities including advertising, sales promotion and publicity on a national level for trade and consumer.

Montreal Club Names Two

Marcel Morel, advertising manager of Canada Paint Co., and Emily Stopkewich, secretary at F. W. Horner Ltd., both Montreal, have been named "man and woman of the half year" by the board of Advertising & Sales Assn. of Montreal for Young Men & Women. Miss Stopkewich is associate editor with the association's magazine group.

Weir Charges FTC 'Abuses Privileges' in Citing 4 TV Ads

(Continued from Page 3)

particles from sandpaper—or if the sequence had been animated—would this have been misrepresentation?" he asked.

"When cellophane is rumpled to produce the sound of flames in a radio commercial for a fire insurance company, will that fire insurance company and its advertising agency have to live in dread of censure from the FTC because they didn't burn the studio down in the interests of truth?

"Is the photograph of a cake any more real than an oil of it, a water color or a pencil sketch? None is actually the cake—they are all symbols, representations of it. . . If a wedding is shown, must two people actually be joined together for all eternity in order to avoid misrepresentation?"

"I think you, not only as individuals but as a group, have a right to demand of the FTC that it define exactly what it considers to be misrepresentation," he told the art group.

■ In an earlier part of his speech, Mr. Weir took a refreshing stand for a copywriter and assured the group that "what is seen is frequently much more powerful—in a communicative sense—than what is heard."

He also pointed out that the art director, through his taste in design, in type, in fashion, etc., "much more eloquently than any copywriter can convey the kind of company your audience will deal with—or decide to stay away from."

In another area, Mr. Weir chided art directors for their failure to utilize research findings in their works. "I find it equally ironic and tragic, that copywriters, by the large, have taken research so seriously as to be stifled by it, while art directors have remained so aloof from it as to be largely unaffected and unbenefitted by it." #

McGraw-Hill Appoints Muller, Tuohig Publishers

McGraw-Hill Publishing Co., New York, has confirmed the appointments of Robert S. Muller as publisher of *Chemical Week*, and

Robert S. Muller J. Elton Tuohig

J. Elton Tuohig as publisher of *Chemical Engineering* (AA, Jan. 18). They succeed Wallace F. Traendly, recently named senior vp of the company's publications division. Mr. Muller and Mr. Tuohig previously were sales managers of their publications.

Mr. Muller, who joined *Chemical Week* in 1950, had previously been with U. S. Gypsum and *Metal Progress*. Mr. Tuohig joined *Chemical Engineering* in 1950 and became ad sales manager in 1957 after working as an engineer with Davis Engineering and Reichhold Chemicals.

Eastman Promotes Reisig

Val Reisig, formerly assistant to the ad manager of the plastics division, Eastman Chemical Products, New York, has been promoted to the newly-created position of assistant ad manager. Eastman Chemical is a subsidiary of Eastman Kodak.

MARKET FORECAST: CLEAR SELLING AHEAD IN MEMPHIS

by Bert Ferguson
Exec. Vice-President, WDIA

Fair and sunny—with sharply rising sales and clear selling ahead!

That's the Memphis Negro Market forecast. And, it's one prediction you can count on—if you're on WDIA! We at WDIA would like to share our success story with you, here in America's 10th largest wholesale market!

America's only 50,000 watt Negro Radio Station — that's WDIA! Only 50,000 watt station in the Memphis area—WDIA! First station in the country to program exclusively to Negroes —again, WDIA!

How can WDIA's success add up high volume sales and profits for *you*? It's this simple: Negroes make up over 40% of the Memphis market! And you sell them only with WDIA! That's why, no matter what your budget is for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar *must* go to WDIA!

More Than a Radio Station!

Negro newspaper and magazine readership is low. Television ownership is low. And, because he listens first and foremost to WDIA, you don't sell the Memphis Negro with any other radio station! IN JUST 10 SHORT YEARS, WDIA HAS BECOME MORE THAN JUST A RADIO STATION—IT'S AN ADVERTISING FORCE IN THE MEMPHIS MARKET!

Yes, WDIA literally puts the Memphis Negro Market in the palm of your hand! There are several outstanding reasons why!

WDIA's Negro entertainment staff commands the Memphis Negro's loyal listenership through a unique combination of personal appeal and high powered salesmanship. What's more, by active public service and civic leadership, WDIA has become such an integral part of its listeners' daily lives that it's known far and wide as the "Goodwill Station."

Does personalized selling plus "Goodwill" pay off in dollars and cents? You bet it does—in a big way!

WDIA reaches 1,528,364 Negroes! That's the biggest market of its kind in the entire country! They have totaled up earnings of $616,294,100 per year. And spent, on the average, 80% of this income on consumer goods!

Buying Market!

It's a big market. It's a loyal market. And most important of all, it's a *buying* market! A few examples: Last year Negroes in the Memphis market area bought 47.9% of the sugar sold in Memphis . . . 78.4% of the packaged rice . . . 47.8% of the household waxes and polishes . . . 41.6% of the bread!

In the past 10 years, national and local advertisers have invested $4,396,854.81 on WDIA. That's a lot of money. That's a lot of satisfied advertisers. And . . . WDIA consistently carries more local and national advertisers than any other station in Memphis!

The year-in, year-out list includes: B.C. HEADACHE REMEDY . . . WONDER BREAD . . . PROCTER & GAMBLE . . . McCORMICK TEA . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . FOLGER'S COFFEE.

No matter what your line, we'd like to share our success story with you! Why not write us today? We'll send you facts and figures pertaining to your particular field.

Top Rated by All Audience Surveys for Ten Years!

WDIA is REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING, *President*
ARCHIE S. GRINALDS, JR., *Sales Manager*

Publication Advertisers in the Herald Tribune during 1959

NEWSPAPERS AND NEWSPAPER SUPPLEMENTS

American Weekly
Boston Herald-Traveler
Boston Record-American
Buffalo Courier-Express
Chicago Sun-Times
Chicago Tribune
Copley Newspapers
Daily Mail of Britain
Dallas News
Des Moines Register & Tribune
The Financial Times
Georgia Group
Hamilton Spectator
Hearst Newspapers
Long Beach Independent Press-Telegram
Los Angeles Times
Louisville Courier-Journal Times
Miami Herald
New Bedford Standard-Times
New York Journal-American
New York Mirror
New York News
New York Post
New York World-Telegram and Sun
Parade
St. Louis Globe-Democrat
St. Louis Post-Dispatch
San Francisco Examiner
Southam Newspapers
Tampa Tribune
This Week
Toronto Globe & Mail
Troy Record Times Record
Wall Street Journal

MAGAZINES

American Heritage
American Home
Barron's
Bride's Magazine
Business Week
Civil War Times
Curator
Esquire
Family Circle
Financial World
Forbes
Glamour Incorporating Charm
Good Housekeeping
Grit
Harper's Magazine
Hearst Magazines
Hi Fi Review
Holiday
House Beautiful
House & Garden
Ladies' Home Journal
Life
Look
McCall's
Nation's Business
Newsweek
Paperback Book News
Parents' Magazine
Quote
Reader's Digest
Redbook
Saturday Evening Post
Seventeen
Sports Illustrated
The Atlantic
The New Yorker
Time
True
TV Guide
U.S. News & World Report
Woman's Day

Source: Media Records

THE NEW YORK **HERALD TRIBUNE**
230 West 41st Street, New York 36, N.Y. • PE 6-4000

A European Edition is published daily in Paris

Coming Conventions

*Indicates first listing in this column.

Jan. 27. Assn. of National Advertisers Advertising Evaluation Workshop, Hotel Sheraton East, New York.

Jan. 31-Feb. 2. Texas Daily Newspaper Assn., 39th annual meeting, Angelina Hotel, Lufkin, Tex.

Feb. 5. Advertising Federation of America, midwinter conference, Statler-Hilton Hotel, Washington, D. C.

Feb. 7-9. Advertising Federation of America, 1st District conference, Statler-Hilton, Boston.

Feb. 16-17. Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Sheraton East, New York.

Feb. 17. Business Publications Audit of Circulation Inc., annual meeting, Sheraton-Blackstone Hotel, Chicago.

Feb. 22-23. Inland Daily Press Assn., 75th anniversary meeting, Drake Hotel, Chicago.

Feb. 22-24. International Advertising Assn., first Latin American convention, Caracas, Venezuela.

March 6-10. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

March 14-15. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

*March 17-19. Advertising Federation of America, 7th District, Hotel Cornhusker, Lincoln, Neb.

*April 1-3. Eastern Intercity Conference of Women's Advertising Clubs, Sheraton-Biltmore Hotel, Providence.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 5. Premium Advertising Assn. of America conference, in conjunction with the premium buyers exposition, Navy Pier, Chicago.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

*April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

*April 22. Assn. of National Advertisers, workshop on Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

*April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

*May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

*May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

*May 14-16. Advertising Federation of America, 2nd District, Skyline Inn, Mt. Pocono, Pa.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

*June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

*Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

*Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

*Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York.

*Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

'Modern Server' Sets Regional Editions

Modern Server & Spirits Store, New York, national semi-monthly tabloid liquor publication, will now offer three regional editions—Atlantic, Midwest and Pacific—circulated with its regular national edition. The national edition, based on a circulation of 80,100 (Business Publications Audit), carries a one-time rate of $1.15 per line, or $1,288 a page. The Atlantic edition is based on a circulation of 35,050 in 18 New England, Middle Atlantic and Southern Atlantic states, and will have a one-time base rate of 75¢ per line, or $480 per page. The Pacific edition will circulate in 13 western states with a circulation of 12,315, and a one-time rate of 40¢ per line, or $448 per page. The Midwest edition will have a circulation of 32,635 in 20 states, and a base rate of 80¢ per line, or $896 per page.

INTEGRITY—*The Greater Detroit Chevrolet Dealers Assn. has launched a year-long drive to gain the car buyers' confidence in its members' honesty, integrity and dependability (AA, Jan. 11). Dick Shalla, Shalla Chevrolet, displays one of the campaign posters.*

Kane Forms Own Company

Robert F. Kane, advertising manager and public relations director of F. H. McGraw & Co., New York, has resigned to form his own public relations company, to be called Robert Francis Kane & Associates, New York. Kane will become McGraw's agency, and will "specialize in publicity accounts in the building field as well as the general industrial field."

Stan Anderson Joins Kaiser

Kaiser Hawaiian Village Television, Honolulu, has appointed Stan Anderson director of operations of KHVH-TV, Honolulu. Mr. Anderson was formerly director of radio and television for Woodrum & Staff Advertising Agency.

TELE-URBIA:

The Market-Media Continuum

(This gets deep later on)

THERE'S a new reality in marketing. Corinthian's name for it is Tele-Urbia. The Einstein-like phrase above describes it beautifully. Now all we have to do is define the description. Hold onto your hats.

America's flowing, exploding population is changing conventional marketing ideas. Data for traditional "metro markets" fail to reflect the change. New residential, industrial and transportation patterns alter marketing and media patterns. Industry disperses. City department stores and supermarket chains become retail networks serving scattered focal points for shoppers. In customs, spending power, and consumption, farm families look like suburban families. New transportation networks tie clusters of miniature metropoli together around larger metropolitan centers.

What medium ties the clusters together? Television. In communication between seller and consumer the clusters—and areas between—are made cohesive by the television signal.

That's the new dimension of marketing. The medium employed as the major sales instrument delineates the market covered, transcends city, county and state boundaries, forms a market-media continuum. Corinthian's name—Tele-Urbia—suggests the urban origin of a television signal whose contour determines the size of a market. The name is new. The concept isn't.

Anheuser-Busch recognized the concept in marketing Busch Bavarian beer. They discarded conventional metro market definitions, marked out "media coverage areas," built a distribution pattern based on television signals, fashioned sales territories, wholesalers' coverage areas, and retail effort after television's superior market coverage, achieved signal success in a remarkably short period.

The Busch Bavarian experience points the way to a profound change in marketing theory and practice. Key to the change is television.

In purely physical terms—ignoring positive values of impact, sight, sound and motion—television best meets modern marketing requirements.

Responsibility in Broadcasting

THE CORINTHIAN

United Artists Names Faber

Buddy Faber, formerly in the booking department at United Artists Associated, New York, tv film producer and distributor, has been named an account executive in the eastern division.

Frank Named Ad Director

Knickerbocker News, Albany, N.Y., has appointed George C. Frank advertising director and Edmund F. Stoll retail advertising manager. Mr. Frank was formerly retail advertising manager.

Catelli-Habitant Boosts Brizard

Catelli-Habitant Ltd., Montreal, soup manufacturer, has appointed Maurice Brizard national sales promotion manager. Mr. Brizard joined the company in 1949.

Sam Pasco Moves Offices

Sam Pasco, Advertising, Hartford, has moved its offices from the Hoover Bldg. to 621 Farmington Ave.

Hotpoint Co.'s 10-Year Forecast of Major Electric Appliance Factory Shipments by Industry

(000 omitted)

Year	Cabinet Ranges	Custom Ranges	Refrig-erators	Freez-ers	Air Conditioners	Dis-posers	Dish-washers	Water Heaters	Auto. Washers	Dryers
1959	930	750	3,750	1,200	1,800	785	525	740	3,015	935
1960	950	800	3,800	1,200	1,500	825	575	750	3,195	1,000
1961	1,000	840	3,625	1,200	1,800	850	620	750	3,400	1,100
1962	1,050	880	3,775	1,225	2,000	875	670	750	3,750	1,200
1963	1,075	990	3,950	1,240	2,100	950	750	750	3,900	1,275
1964	1,100	1,040	4,650	1,260	2,225	1,030	840	750	3,930	1,325
1965	1,100	1,060	4,750	1,270	2,300	1,100	930	750	3,960	1,375
1966	1,100	1,080	4,825	1,270	2,375	1,200	1,050	750	3,980	1,400
1967	1,100	1,090	4,900	1,275	2,450	1,250	1,140	750	4,000	1,425
1968	1,100	1,100	5,250	1,375	2,500	1,300	1,230	750	4,010	1,450
1969	1,100	1,130	5,400	1,450	2,560	1,350	1,320	750	4,020	1,475

Hotpoint Predicts Appliance Sales Will Hit $40 Billion in Decade of '60s

CHICAGO, Jan. 19—American consumers will spend more than $40 billion to purchase some 178,000,000 appliances in the coming decade, according to Hotpoint Co.'s fourth annual ten-year industry sales forecast.

Appliance dealers will be selling three appliances in the '60s for every two they sold in the '50s, the forecast said.

"Some 50,000,000 consumers will spend $10,000,000 every day for the next ten years to purchase kitchen-laundry appliances," said John F. McDaniel, general sales manager of Hotpoint. "And because of this expenditure, sales of the industry in the next decade will climb 42%."

The new forecast shows higher total sales expected for all but two classes of appliances—water heaters and ranges and ovens—than did the 1959 ten-year outlook:

	(000 omitted) New ('60-'69)	(Old) ('59-'68)
Electric Ranges and Built-in Ovens—Surface Units	20,785	21,050
Refrigerators	44,925	40,900
Food Freezers	12,765	10,720
Air Conditioners	21,810	21,750
Water Heaters	7,500	8,025
Dishwashers	9,125	8,100
Food Waste Disposers	10,730	10,280
Automatic Clothes Washers	38,145	36,830
Automatic Clothes Dryers	13,025	12,450

■ Mr. McDaniel said the forecast shows the annual industry sales rate in 1960 will be 14,595,000 appliances. By 1965 that rate will have climbed to 18,595,000, and by 1969 it will hit 20,560,000 units. The forecast does not take into consideration new appliances not yet on the market.

The forecast, prepared by Hotpoint's market research section, is the first in three years to predict higher totals than the previous year's forecast. #

Resort Ad Phrasing Not Discriminatory, N. Y. Body Reports

NEW YORK, Jan. 19—The use of phrases in resort advertising such as "churches nearby" or "near Catholic and Protestant churches" does not constitute evidence of religious discrimination, the state commission against discrimination ruled yesterday.

The commission based its conclusion on a survey of advertising and managerial practices of 37 privately operated New York resorts. The survey was undertaken after the American Jewish Congress complained of resort advertisements. The AJC withdrew its complaints against 20 of the resorts after seeing the commission's survey, and undertook its own investigation of 17 other resorts.

The survey found that many resort owners said they regarded the terms "church" and "synagogue" as synonymous and did not realize they are not considered synonymous by Jews. #

Columbia Uses Spot Radio

Columbia Pictures, New York, will promote "Who Was That Lady?" with a spot radio campaign in cooperation with John Blair & Co. in 32 top markets where the radio station representative has stations. The seven-day saturation schedules will begin in mid-February and will be keyed to local play dates. More than one station will be used in most cities; a total of 282 announcements will be run on three stations in New York. Extensive promotions will be used, including interviews with the movie film's co-stars, Tony Curtis, Dean Martin and Janet Leigh, and local disc jockey contests. Columbia's agency is Donahue & Coe.

Practical Surveys Launched

Practical Surveys, a new Philadelphia marketing and research organization, has been organized by Irvin Penner, formerly vp of A. J. Wood Research Corp. Practical Surveys' offices are at 1625 Spruce St., Philadelphia.

Fitzgerald Moves to GCMI

Donald M. Fitzgerald, formerly marketing promotion director of Falstaff Brewing Corp., St. Louis, has joined the Glass Container Manufacturers Institute, New York, as marketing promotion director, a new post. Mr. Fitzgerald will direct the institute's national cooperative ad program for the new "Handy" beer bottle.

Donald Fitzgerald

'Het Beste' Increases Rates

Het Beste, Dutch edition of the *Reader's Digest,* will increase its advertising rates 15.9%, effective with the June issue, in line with a circulation advance of 27%. The new page rate is $475, on a rate base of 165,000.

Hall's Davenport Retires

Ernest Davenport, vp, art director and 25-year veteran of Melvin F. Hall Advertising, Buffalo, N.Y., has retired. The agency has elected James N. Felger, an account executive and production supervisor since 1954, to the rank of vp.

Transcontinent Names Bellus

Dan Bellus, general sales manager of KFMB, San Diego, will move to New York to assume duties under George Stevens, vp of sales, Transcontinent Television Corp., which owns the station. Mr. Bellus will be replaced in San Diego by Virgil Clemons, who has been an account executive with the station.

WOR, WOR-TV Name Beusse

Robert B. Beusse, previously assistant advertising director at Schering Corp., has been named to the new post of advertising and promotion manager at WOR and WOR-TV, New York.

WKAT Names Gill-Perna

WKAT, Miami, Fla., formerly handled in the South by Bernard I. Ochs Co., has named Gill-Perna to represent it nationally.

KOTV
TULSA *(Petry)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(Petry)*

WISH-TV
INDIANAPOLIS *(Bolling)*

WANE-AM
FORT WAYNE *(Petry)*

WISH-AM
INDIANAPOLIS *(Petry)*

STATIONS

ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Miles Products, Division Miles Laboratories, Inc. is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis: Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9
Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

What a community you have in Metropolitan Oakland! On my visits to the area I have been impressed not only with the fact that it's a delightful place to live but also with its growth as a market. Since Alameda County is now the greatest population center in Northern California, it is not surprising that it should hold its present dominant position in retail sales.

EDWIN COX, Chairman of the Board,
KENYON & ECKHARDT INC., New York

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG *In the TRIBUNE...*

*63% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

Feature Section

Advertising Age

Starting an Agency? Things to Watch

Write Ads So as to Be Understood

Buyers' Market in Syndicated Films

How Not to Sell Suits at Retail

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'90% Can Do Better Than They're Doing' . . .

Recognition of 'Basic Rights' by Client and Agency Can Mean Better Relations, Better Advertising

By Don C. Miller
Vice-President, Marketing,
The B. F. Goodrich Co.

The last time I addressed the ANA, from this same platform, it was as an agency man . . . Now that I am working for a manufacturer, and actually involved with such things as capital expenditures and manufacturing costs, I am going to talk mostly about advertising agencies. . .

My main theme is that very few companies are actually getting full value from their advertising dollars. My minor theme, closely related to the first, is that at least 90% of all agencies know how to prepare better advertising than the great majority of their work that actually gets into print and on the air.

If this is true, it may represent one of the greatest areas of waste in business. The present cost of advertising is right around $10 billion per year. For many companies, it is the largest single item of expense. To the extent that advertising falls short of delivering the results it should, our whole economy is being unnecessarily handicapped.

■ Yet, who among us does not know that a great deal of the advertising we see and hear is second-rate, or worse? Any of us can look at any copy of any magazine or newspaper and see dozens of ads that violate basic principles known to every professional advertising man and woman in the business.

Every rating service, regardless of which one you happen to prefer, shows that some ads out-perform others in the same issue by ratios of three, five or even eight to one. And this holds true regardless of the medium, regardless of the research technique, regardless of the product group or the industry.

The pattern is always the same—a handful of brilliant advertisements or campaigns, a sizable group of run-of-the-mine average performers, and many—too many—that are not pulling their weight by any accepted standards either of research or judgment.

Some Essential Prerequisites

Why does this problem exist, and more to the point, what can be done to solve it? Certainly I have no magical solutions. But I do have a few thoughts for your consideration, the result of years of working with and learning how a great many agency people think and react, and how they get themselves into positions where they cannot do the work they know how to do and are paid to do.

As a starting point, there is widespread agreement among agency people that a need exists for clear, simple, measurable objectives as to just what the advertising is supposed to do, and exactly what responsibility the agency has for achieving them. Advertising objectives can easily become so broad, so fuzzy and so confused with general objectives of the business, completely outside the function of advertising, that they become meaningless. We have all seen so-called "advertising objectives" so vague, so general, so difficult to define that their explanation requires 10 pages of text in the annual advertising plan.

■ Probably all of us, at one time or another, have been party either to proposing, or accepting, such advertising "objectives" as "To sell more goods," "Increase share of market," "Build a favorable corporate image," or that most unrealistic of all, "To achieve established sales goals."

Any advertising man, client or agency, who is naive enough to let advertising be saddled with the chief responsibility for a successful sales program, without proper regard for product features, competitive pricing, sales organization ability, distribution system strength, packaging, inventory control and manufacturing efficiency, to name a few, is simply putting his neck in a noose and inviting anyone who wants to, to give it a good jerk.

■ The next point for your consideration is that it is easy for agencies to over-promise—to over-promise on the services they are prepared to render.

In the heat of a presentation, with approval of next year's campaign and appropriation at stake, agency men find it easy to assure the client that all problems will be solved and the brand's market position assured if the campaign is approved. Agencies also find themselves making sweeping commitments on merchandising assistance, dealer and field contacts, and a long list of supporting activities, all in the name of providing "complete marketing and merchandising service."

■ No one should defend agencies for indulging in those practices, but it is fair to say that clients, including advertising managers, sales executives, and even top management, can easily create an atmosphere in which the agency feels it must over-promise to show proper enthusiasm for the product and confidence in its own work.

Don C. Miller, marketing vice-president of B. F. Goodrich Co., and former agency man, believes that in at least 90% of the cases, agencies could turn out better, more effective advertising than they are doing. The reason they are not always up to the highest possible performance, he believes, is largely a matter of imperfect relations with clients. In this talk before the 1959 fall meeting of the Assn. of National Advertisers, Mr. Miller outlines specific ways in which to improve agency-client relations and get better advertising.

The corollary is that any client who knowingly encourages, or accepts, over-optimistic agency commitments should take some of the blame when he begins to get advertising that is conceived in panic and born in desperation, and when he finds himself on the receiving end of sloppy, over-extended agency service.

■ The next point is that individual thinking and individual responsibility for both the preparation and approval of advertising has been too broadly superseded by the modern ritual of "decision by committee."

We all know that group judgment has its place and may be useful in preventing serious mistakes in individual judgment. But we also know that when it is over-used, it can reduce potentially brilliant advertising to a dull mass of mediocrity, guaranteed to offend no one—and convince no one.

Use, or rather mis-use, of research is a case in point. Good advertising research is as important a working tool as good chemical research or good metallurgical research. But when advertising research is stretched and perverted to try to pre-judge every headline, every sub-head, and even the color of the model's makeup, you can be reasonably sure that everyone concerned is either too scared, or too lazy, to think. As a former client once put it: "You can write better ads on a typewriter than you can on a Comptometer."

Off on the Wrong Foot

We have covered three ways to make sure you will *not* get good advertising—fuzzy, unrealitsic objectives; over-promises and over-commitments; and too much reliance on group-thinking and group-decision, leading to group abdication of individual responsibility.

While these things are by no means found in all advertising operations, your own experience probably confirms the fact that they are too general to be dismissed as isolated exceptions.

What happens to an advertising campaign under these conditions? One is that nothing stays put. Because objectives were not clear to begin with, and because actual sales results do not live up to the promise, the agency finds it necessary to try one approach after another, each probably worse than the last one.

■ Another result is that the agency tends to scatter its resources and talents in too many directions, usually at the expense of the creative departments. Account group meetings begin to have agendas that cover contest ideas, research proposals, readership results for the next presentation, premium ideas and discount plans for the spring sales drive, schedules of field trips to get "dealer reactions" and, just possibly, if time permits, at about Item 14 on the agenda, a few minutes to look at the advertising.

Product claims become successively stronger (and less believable), and then come the promotions, the premium deals and the gimmicks. Almost inevitably, the advertising ends up being directed less to the consumer than to the client, and less to selling the product than to selling the deal.

■ You do not have to look very far to see many examples where little attention is being paid to influencing the customer and a great deal to reassuring the client. A quick count of the "Greatests" or the "Amazing New's" or "Fabulous" or "The Greatest (Product) in History!" or " % better for '60" tells the story. Every professional creative man knows that most people simply do not believe these exaggerated, unsupported claims. Nearly all advertising managers know equally well that this kind of advertising is unconvincing and is almost automatically rejected by the reader.

Agency people have long since lost count of the meetings where talk runs along such lines as "Well, the client has this new product that they think is the greatest thing since the round wheel, and we have to show them we're sold on it too," or "Sales aren't so good and they want to see some really hard-sell ads to pep up the dealer organization," or "They want to see the product up big," or "Well, you know, the client figures these commercials are costing $50,000 per minute, and we just have to get in a plug for the whole line," or "The competition is talking about their new miracle ingredient and the client said: 'By God, we'd better find one, too'."

■ It is no exaggeration to say that conversations like these, culminating in ads that are presented, bought and run,

...costing American business untold millions of dollars. It is a hidden cost, no waste, but real just the same. And much as we may believe that agencies ought to behave differently, I happen to believe the initiative for their correction must come from the client.

Let me suggest a few quite simple steps that can be taken quickly and can go a long way toward correcting this situation.

A Basic Platform for Clients

First, the client should tell his agency, as forcefully as he knows how, that their responsibility is the advertising, and everything else is secondary. Let your agency know that you are not confusing them with a publicity firm, a merchandising or sales promotion house, or a management consultant organization. The first claim on their resources should be the preparation of good advertising.

Second, get a realistic set of advertising objectives down on paper. Make them short, specific and measurable. Be sure they are directly related to the advertising, and not responsibilities that belong to other parts of the business. Your sales and corporate management people should help set them and, naturally, should accept them. Finally, be sure your agency understands them, agrees with them, and is willing to have its work judged on performance against them.

■ Beyond these two steps, which can easily be taken by any advertiser, there are a few more things that may be thought important in building good, productive client-agency relationships. These might be described as basic rights—that is, things every client has a right to expect from his agency, and vice versa.

First, some things a client has a right to expect:

• 1. *Competent key men on his account.* The words "key men" are emphasized. If your key contact man and key creative man, to name two, do not have a full understanding of your business, your needs, and the ability and stature to translate those needs into good directions to the agency staff, you are not likely to get a good job on your account.

• 2. *Clear, unequivocal recommendations, and reasons for them.* When agency recommendations are vague and general, full of weasel words and escape hatches, and when they cannot be explained clearly and concisely, without double talk, you are not getting recommendations—you are simply being asked to do the agency's thinking for them.

• 3. *Professional conduct, especially in handling confidential information.* No agency can work in the dark. It must know the weak points as well as the strong points in a client's operations. But the client has an absolute right to expect that such information will not be carelessly passed around, and that full precautions are taken to keep it confidential.

• 4. *A well-managed, profitable business.* Although it may seem secondary to his interests, a client can get so much better work from a profitable agency that he ought to insist on it. Profits are not only the mark of a good organization. They also keep senior agency executives from spending all their time worrying about *their* problems, and let them worry, instead, about *your* problems.

• 5. Finally, the client has a right to expect the product he hired the agency for in the first place—*good advertising.*

■ And right alongside these rights of the client, we believe there is a matching list for the agency:

• 1. *All necessary information about the business.* This does not mean loading the agency with every possible fact and report, whether needed or not. It does mean that information on such things as product performance, costs, sales progress by districts, and other pertinent data should be freely available.

• 2. *Direct access to whoever makes the decisions.* The agency should have the right to present their basic recommendations directly to anyone involved in advertising decisions, and get their instructions first-hand. Nothing does more to discourage good work than to design a campaign entirely in line with an advertising manager's wishes, only to have it re-done when it gets to the sales manager, revised again for the executive vice-president, and, finally some further changes for the chief executive.

• 3. *Professionally-competent advertising management.* Whoever deals with the agency should be able to discuss all advertising matters professionally, and should know the ingredients of good advertising himself. He should know, for example, that you cannot pack ten selling points into a one-minute commercial and have anything but hash; that big, black headlines and sweeping claims are not the only way to build strong-sell advertising; that dealers do not always have all the answers on what kind of advertising will do the best job; that there is such a thing as a "brand image," and a good one is worth millions of dollars—in short, a savvy, knowledgeable, informed client.

• 4. *A fair chance to make a profit.* No one can defend agency practices that dissipate resources through top-heavy organizations, excessive salaries and the support of a host of fringe activities of dubious value to the performing of their real job. But if the client believes he is dealing with a well-managed business, then the agency has a right to retain enough of its income to keep its business sound.

Creative Team Must Be Relaxed

If agency-client relations can be established on this basis, or some reasonable equivalent, you have all the ingredients for the final, and most important even though an intangible requirement. This is the creation of an atmosphere of confidence, respect and encouragement around your entire agency operation.

The planning of objectives, and the development of strategy should be as careful, methodical and thorough as a game of chess.

■ But when the creative team goes to work, a different atmosphere is needed. They should be confident; they should be relaxed; they should have freedom to be daring. Good advertising simply cannot be prepared in an atmosphere of fear, tension, doubt and second-guessing.

A possible simile in sports might be skiing. A good skier is relaxed, confident, daring—and alone. The last place to find creative brilliance is in a committee room, surrounded by charts, statistics, rules, policy statements, sacred cows and taboos.

It is surely in our own interest as clients to build this feeling of confidence, respect and importance for our advertising people, and do all we can to make the creation of our advertising a thing of pride and satisfaction instead of a guessing game played with our money.

■ Perhaps some of you are wondering: Are these ideas really practical? Do you do it this way yourselves?

The answer is yes. At B. F. Goodrich, we have recently reduced the number of our agencies and re-aligned their product responsibilities so that each one can have enough business to support good work, and still have a fair chance to make a profit.

We have been able to state all of our advertising objectives in less than 25 words. Every objective is specific and measurable, every one can be directly influenced by advertising, and our management and agencies are in full agreement on them.

Our agencies have direct access to top management through regular meetings, usually attended by the chairman of the board, the president, and the executive vice-president, and other senior executives, at which all basic recommendations and proposals are considered, and all policy decisions reached in open meeting.

Perhaps our basic approach to advertising and to our agency relationships is best summed up in a letter written by our president, Ward Keener, to each of our agencies immediately following their new assignments. Let me read some excerpts.

> "We are, together, participating in the first advertising planning conference under our new approach to advertising—and a later new approach to marketing in total. We have given most careful study as to how we should organize our advertising and marketing programs, and how we should make agency assignments in a way that will produce the best results . . .
>
> "We want to regard and work with our agencies as full partners in these endeavors. There are no closed doors and there will be full access to, and interchange among, all of our executives and all of the departments involved in our total selling operations.
>
> "It is our deliberate aim to make B. F. Goodrich a most valued client for you, and to remove every obstacle that may stand in your way in doing, with us, the finest advertising job in American industry. Not only will this require the highest teamwork between B. F. Goodrich and each agency, it will require, also, very close liaison and teamwork among the agencies themselves."

■ The response by our agencies has been good, and both of us—client and agencies alike—believe we can achieve the objectives we have set for ourselves.

For many of you, I am sure the things

The Creative Man's Corner . . .

Strikes a Human Note

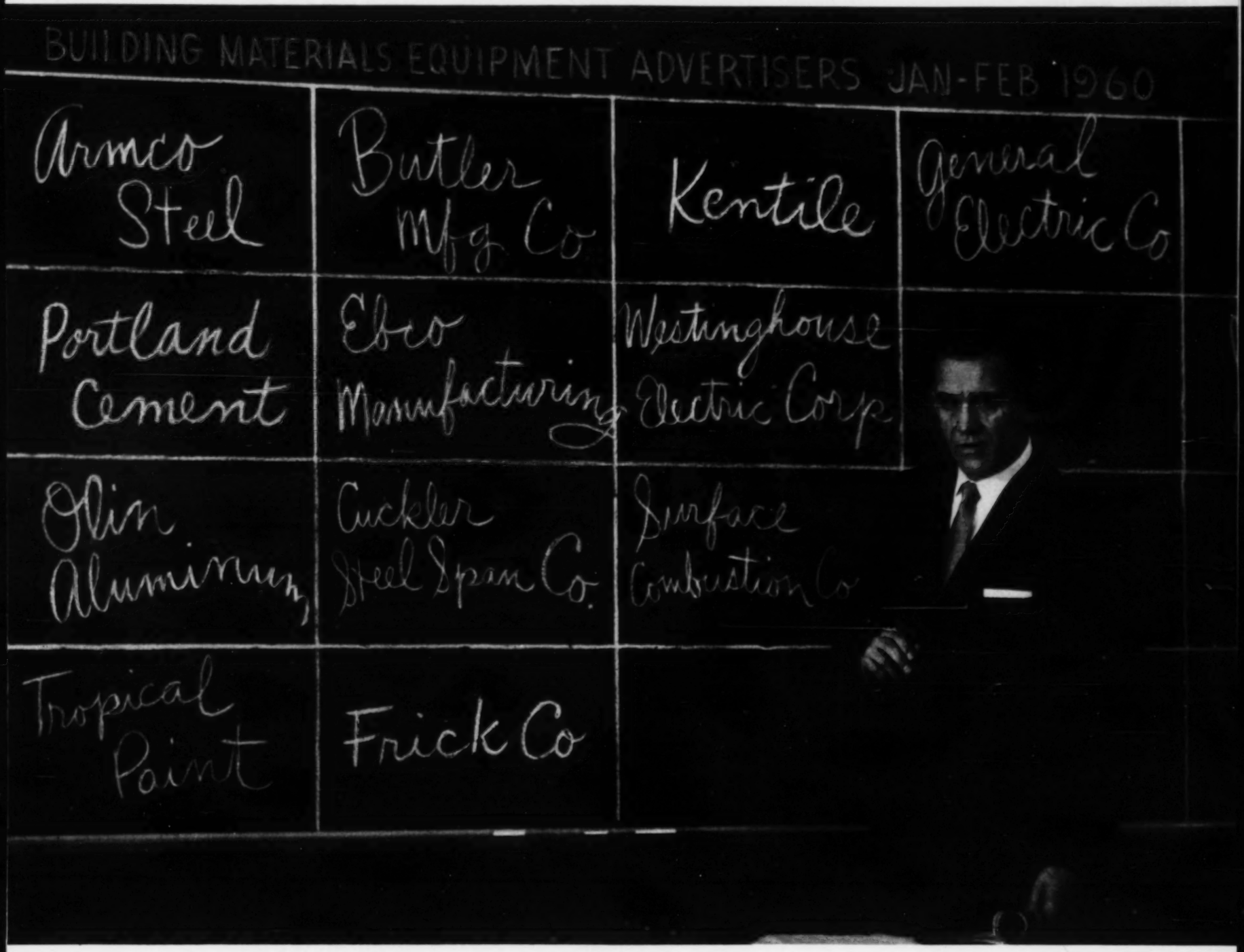
come to Jamaica—
it's no place like home
The Jamaica Military Band is about to strike up "Mango Walk". No less than the N. Y. Philharmonic's maestro Leonard Bernstein is guest conductor. Just about everybody turn up in Jamaica. The place is a walking who's who. No wonder. The island throbs with "see" and "do". Explore. Dance. Dream. Golf. Fish. Relax and enjoy it, or don't relax and love it. One minor annoyance will mar your trip: pique that you hadn't discovered Jamaica earlier. Jamaica has spent 4½ centuries (since Columbus discovered it) in dress rehearsal for your visit. The performance commences the moment you arrive. So arrive.
Leonard Bernstein

Advertising would probably be all the better for being able to take itself a lot less seriously than it does—and to realize it is far better to have your audience laughing with you than at you. It is, unfortunately, a long time coming around to this point of view and, just as unfortunately, it takes real finesse and a sound sense of humor to kid yourself or your product without winding up in a verbal or pictorial prat-fall.

Mary Martin on her ass on a beach in Jamaica we did not find particularly inventive. In fact, we felt it stretched rather far to make its point. But this ad, showing the Jamaica Military Band about to strike up "Mango Walk"—allowing you yourself to discover no less a celebrity than Leonard Bernstein sitting unostentatiously in the wind section, we found warmly human and friendly and wonderful. (Something warmly human and friendly and wonderful happened.)

The comments penned in red ink we consider a little too self-conscious a touch for an otherwise superbly conceived and executed advertisement. It is possible the comments penned in red ink increase the Starch read-most rating but for all the readers it gains, it loses, in our opinion, the impact a straightly done ad would have had. This, however, is minor criticism. This is easily the best of a fresh and intriguing series. #

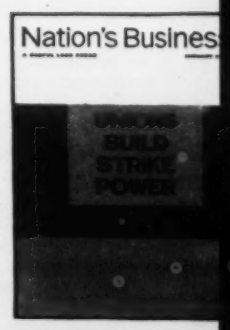
Why are so many leading advertisers NOW using Nation's Business?



To switch from ringing doorbells to calling on people who can buy—that's what advertisers are telling us. Advertising today must work too hard, they say, to be bought merely on the claim of biggest numbers. Buying mass-circulation magazines to uncover business sales leads is like sending high-priced industrial salesmen out to ring all the doorbells on a street.

That's why many agencies, too, now recommend NATION'S BUSINESS. It gives their clients coverage of thousands of medium-sized companies as well as the corporate giants. No other management magazine offers as much as half of its 750,000 circulation. What's more, 9 out of 10 of NATION'S BUSINESS readers are men with a decisive voice in their companies' plans, policies and purchases: presidents, owners, partners, general managers, board chairmen and other top administrative executives.

Advertising in NATION'S BUSINESS takes your sales story directly to the hard-to-see men your salesmen seldom reach. It keeps salesmen's territories covered regularly between calls . . . and it opens doors when they get there. So, if you want to step up the sales-per-call ratio of your force—and do it at low cost—use NATION'S BUSINESS. As a growing number of leading advertisers and agencies have discovered, on a dollar-for-dollar basis, NATION'S BUSINESS is your best management magazine buy.



YOU USE NATION'S BUSINESS . . . TO SELL MORE OF THE NATION'S BUSINESS

ADVERTISING HEADQUARTERS, 711 THIRD AVENUE, NEW YORK 17, N. Y.

discussed are long-established standard operating procedures. In that case, you are probably a prize client of your agency, and are already getting a 100% return, plus interest, on every dollar you spend.

■ But if you are not quite satisfied that you are getting the best possible service from your agency, or the most effective advertising for your company, you may want to give one or two of the ideas presented today a trial.

If you do, and in the process some of my former colleagues on Madison Ave., or Michigan Ave., or in Detroit or San Francisco or wherever, find themselves doing more of the kind of work they want to do, and can do, perhaps we can lower the ulcer count and lift the productivity of our advertising at the same time. #

Agencies Ask Us . . .

Starting an Agency? Things to Watch Out For

By Kenneth Groesbeck
Advertising Agency Consultant

Hope seems to be springing eternal again, judging from the number of queries on the pros and cons of going into the agency business. Some optimists think it looks like an easy way to make money, and just want to be told how to go about it. Other better qualified business men, with genuine reasons for starting their own shops, ask to be shown the errors in their figures. Well, here are a few general observations that may be useful.

Kenneth Groesbeck

Before entering the agency field, the first thing to examine is *assurance of income*. You are planning an expensive operation, involving a place in which to work, utilizing furniture, fixtures and equipment. Few or many people must be hired, according to the volume of business you plan to handle at the outset. These expenses will be of two sorts, initial (non-recurring) and continuous (operating).

Where is the money coming from with which to meet these expenses, and how soon? The second part of this question is important. There is a "lag," often of many weeks, between the time when an agency incurs a financial obligation, or actually has to pay out money, and the later time when that cash is received.

■ Note that the funds for initial expenses and those to meet operating costs such as salaries, during the period prior to the receipt of payments from clients, come right out of your working capital. So you will need plenty of this. How much? For a projected million-dollar billing, I think not less than $50,000 in actual cash or quickly realizable assets on which you can borrow if you have to. For half a million, at least $30,000.

In a literal sense, income is difficult to assure. Even if you have written assurances from clients based on their advertising plans, there is nothing to prevent these plans being changed or delayed.

Your best protection is secured if you have contracts involving fees, but these are not so easy to obtain, especially during the early days of the relationship. Your chances are better where you take over a running advertising account, where continuance is clearly to the client's interest.

So there is a clear element of risk involved, lesser or greater, in this question of income to the agency. You cannot eliminate this, except by an income contract with the client. It is difficult to figure this risk correctly. However, your success or failure may rest squarely on this single problem and how accurately you solve it.

Most people planning on going into the agency business underestimate their expenses and overestimate their income. It is wise to allow a large margin of error to compensate for this natural human attitude.

■ Income for agencies used to be figured roughly as 15% in relation to billing. A million dollar operation thus figures on $150,000 annually with which to pay rent, salaries, overhead, and leave a reasonable profit for the agency at the year's end. We know now that this percentage is almost surely inadequate, and that it must more nearly approach 20% if the agency is to render the services which are now commonly required by the experienced client. This increase in the percentage above that allowed by media comes, of course, from supplementary fees.

The first thing to look at, then, is income for the agency. This means the money the agency receives with which it pays its expenses. This gross income must be, to the greatest possible degree, sure. Second, it must be adequate. Lacking either of these characteristics, and you are headed for trouble.

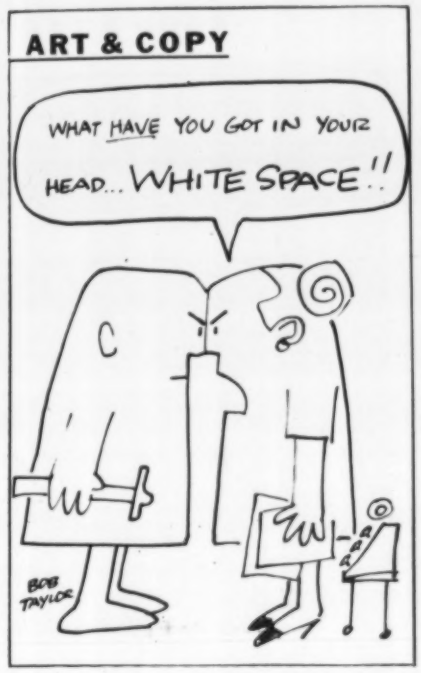
Continued retention of income is the second thing the agency operator must make sure of. Not only must you get business in order to run an agency—you must make sure you will be able to hold on to it. Most contracts give you only 90 days protection. Theoretically your entire business, and the income derived from it, can fly out the window within this time. To retain advertising or promotional billings, you must continuously deliver satisfactory service. That, in turn, depends entirely on people—yourself and your associates.

■ Taking it for granted that you are all you should be, you must be sure that you are using good people, that they are doing the best possible job and that they are so happy at being associated with you that they will not turn against you.

The attitude of agency heads toward their people varies all the way from too little concern to too much. It is dangerous to give your people too much freedom, to let them run on their own too completely. Keep control closely in your own hands, especially during the all-important early days.

Incentives are important, and recognition of outstanding achievements. But beware, in your desire to keep your people happy, of premature commitments. Plan profit sharing, but don't get into it until you know clearly how great the profits will be. Plan allowing others to buy into your agency, but don't take this important step until you are sure you know the individuals involved thoroughly.

■ Don't, during your starting days, allow anyone to make a small investment of



cash in your enterprise, just to build up your working capital. When you do this, you are selling part of your business before you know what it is worth, and before you know as much as you should about the person involved. This, I find, is a frequent mistake made by people going into the agency business. It can be embarrassing and expensive.

Once your operation is assured of income and its continuance, the third requirement for success would seem to be knowing where you are, at all times. How are you doing, month by month? This, of course, calls for experienced financial management.

You will best allocate this job to someone else, since it is difficult and specialized, and you are likely to need all your time running your shop, and keeping both your clients and your people happy. You will need an accurate cost system, administered by an expert. Don't economize on this. It can make or break you. You must steadily be apprised of whether or not you are running ahead, where you are making money, and where you are losing. Given this information, you must act on it fast and with courage, allowing yourself to be influenced by emotion as little as possible.

■ Finally, I would suggest, as an essential of success in today's business, that you sense your client's needs before he does. Don't sit back fondly hoping that everything is all right just because the relationship is continuing and nobody seems to be complaining. Your security is constantly being undermined by the client's normal dissatisfaction with everything except his own performance, and by the claims set up by competing agencies. I strongly believe that the future of the entire agency business, and its getting properly paid for its work, depends upon the extent to which agencies render valuable business advice. #

Salesense in Advertising . . .

The Art of Writing So As to Be Understood

By James D. Woolf
Creative Consultant

Copywriters who are interested in clarity—in writing so as to be clearly understood—will be entertained and instructed by "The Elements of Style," a priceless little handbook by William Strunk Jr., who was a teacher of effective communication at Cornell 40 years ago. One of his students was E. B. White, himself a communicator of no mean ability and an ardent admirer of Professor Strunk.

James D. Woolf

Mr. White recently acquired a rare copy of the Strunk handbook, which has been out of print for many, many years, and decided to put it back into circulation. He made certain revisions, added an introduction and a new chapter, and made arrangements with Macmillan to publish it. The result is a handbook on writing that should be a must with every copywriter who seeks to improve his skill as an effective communicator of clearly understood ideas.

■ This fascinating little book does not spare the copywriter. In a review in the Aug. 1 issue of *Saturday Review*, Granville Hicks appears to think that copywriters do not aspire to write with clarity. He makes this shocking observation: "Probably the most careful students of the use of language of misunderstanding are the writers of advertising. The purpose of most advertising is to create a false impression without telling the kind of downright lie that would get the advertiser in trouble with the government. Fortunately, this is so generally recognized that most people discount advertising claims without having to think what they are doing, but there is a kind of residual confusion."

■ This is a serious indictment of advertising that I do not believe fits the facts. I do not believe that most copywriters deliberately use language as an instrument of misunderstanding. We all know, of course, that there is some dishonest advertising. But I believe that most advertising which is misunderstood is not written with an intent to deceive; at fault is the writer's inability to write with clarity and precision. "The Elements of Style" presents an approach to style (clarity) that every honest copywriter should tack on the wall behind his desk. Twenty-one reminders are offered, as follows:

1. Place yourself in the background.
2. Write in a way that comes naturally.
3. Work from a suitable design.
4. Write with nouns and verbs.
5. Revise and rewrite.
6. Do not overwrite.
7. Do not overstate.
8. Avoid the use of qualifiers.
9. Do not affect a breezy manner.
10. Use orthodox spelling.
11. Do not explain too much.
12. Do not construct awkward adverbs.
13. Make sure the reader knows who is speaking.
14. Avoid fancy words.
15. Do not use dialect unless your ear is good.
16. Be clear.
17. Do not inject opinion.
18. Use figures of speech sparingly.
19. Do not take shortcuts at the cost of clarity.
20. Avoid foreign languages.
21. Prefer the standard to the offbeat.

■ E. B. White says that copywriters are willing to play hob with language in

. . . as the management team of Pacific Outdoor Advertising Company. Their combined years of company service total over a century-and-a-third of trail-blazing in the outdoor advertising field.

Now going into its 29th year under the same leadership, Pacific Outdoor continues as the pathfinder in guiding advertisers to the heart and sale of the ever-expanding Southern California market—prosperous, profitable, Pacific Outdoorland.

IN MOST IMPORTANT DEVELOPMENTS ...PACIFIC OUTDOOR LEADS THE WAY

INDIVIDUAL PANEL FACINGS: 100% individual panel locations. The only plant operating in a major market with this feature.

ALL WHITE PANELS: Neutral white creates ideal border for copy, never clashes. Increases readability.

GROUP ROTATION OF EMBELLISHMENTS: Copy size almost doubled through use of plywood cutouts and neon plastic letters . . . rotated for maximum flexibility and impact exposure.

MASONITE AND TRANSITE SECTIONS: Smooth, wall-like material eliminates warping, denting, rusting, contraction and expansion.

THREE-WAY RADIO: All rotating crews, field supervisors, and outlying posting crews are in constant field contact for maximum coordination.

ILLUMINATION: Poster panels are being equipped with 1500 milliamp fluorescent tube lighting for spectacular illumination. Illumination of painted bulletins also increased from 3000 to 4000 watts.

MERCHANDISING KNOW HOW: Point-of-sale merchandising system serviced full-time by 44 men in 1100 supermarkets doing over 75% of food business through Pacific Indoor, a subsidiary.

FREQUENCY DISCOUNT: Leadership in development of proper industry discounts.

995 North Mission Road • Los Angeles 33, California

PACIFIC OUTDOOR ADVERTISING CO.

...ofer to get attention. "Today," he notes, "the language of advertising enjoys an enormous circulation. With its deliberate infractions of grammatical rules and its cross-breeding of the parts of speech, it profoundly influences the tongues and pens of children and adults. Your new kitchen range is so revolutionary it *obsoletes* all other ranges. Your counter top is beautiful because it is *accessorized* with gold-plated faucets. Your cigaret tastes good like a cigaret should. And *like the man says*, you will want to try one. Journalists often sin in the same way and for the same reason."

■ Whether or not you agree with all of observations of Strunk and White, you will find this little book (71 pages) stimulating and helpful. To repeat, I consider it a must for every copywriter interested in writing so as to be understood. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Big Client

Adjust the carnation, practice the greeting,
The client's Head is attending this meeting.
He enters; everybody stands,
Vice-presidents rub oily hands.
He speaks, and every word he quotes
Is worth three pages full of notes.
He damns the layouts, he damns the copy,
He shakes his head and he calls it sloppy.
And every time he takes a breath,
He scares three dozen men to death.

Employe Communications . . .

Keeping Employes Out of Trouble

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

One of the saddest of all personnel department functions is the execution of the wage garnishment. The credit unions in companies deserve much praise for eliminating some of the evils practiced by the loan sharks and others of that shady fraternity, but the abuses practiced upon gullible employes are still horrible to behold. Most personnel men will tell you that the sucker line is just about as long as it ever was.

Industrial management hasn't done too much officially about keeping its people out of the clutches of the sharks. Management doesn't like to interfere in the personal affairs of its people unless pressed, and management feels that how an employe handles his money is strictly his own affair. The employe may be encouraged to save, to get aboard the payroll deduction plan, to tuck a little aside for the rainy day, but the pressure is light.

■ In Columbus, O., however, the Columbus and Southern Ohio Electric Co. some time ago struck upon a unique plan for fabricating the armor of awareness for the company employe. In its monthly employe magazine it includes a copy of a four-page pamphlet published by the Better Business Bureau of Central Ohio, which has its headquarters in Columbus. This revealing little "tip sheet" tips off readers to some of the fancier rackets of the area, so that they be fortified against the blandishments of the pitchmen.

Currently the bureau is having a look into the charity rackets and studying the "boiler room" tactics of the "phonemen," as they are known in the trade. It seems that the underprivileged children are currently the beneficiaries of the local campaign; the children may be sure of getting public sympathy for their plight but there is apparently little assurance that, in this case at least, they will get much of anything else.

Certain Columbus and Southern Ohio employes might have been attracted by an advertisement announcing the arrival of a shipment of 1960 cars to a local dealer. The BBB, however, noted that some of the cars represented as new models were, in fact, old ones. The "bankrupt stock" sale was given an airing in the current BBB paper, and probably several company employes were dissuaded from taking advantage of a phonograph record sale. (The sale wasn't a legitimate bankruptcy sale; prices were not slashed to the extent advertised, and some of the records were not new, but used.) In the same issue, the "Make Money at Home" approach to older shutins was discussed. The warning was issued that the freezer schemes were being reactivated, and that if you want Christmas perfumes, don't do business with an itinerant peddler who offers amazing bargains.

■ Companies will probably continue to be wary of offering advice on swindles to their employes. Yet in one midwestern city the same confidence game has been worked on many industrial employes, and nothing has yet come along to put out the fire. It seems that a bulletin board warning, posted from time to time in factories, would put many employes on their guard. Copy could be proofed against lawsuit, and some of the hands who can't afford it would be spared a milking. At least one utility in Ohio thinks it's wise to caution its people; it would be good to see others agree. #

Tips for the Production Man . . .

The Year in Typefaces: A Review

By Kenneth B. Butler

The year which ended just a few lost weekends back did not produce any startling new trends in type usage. It would seem, rather, that we have settled down comfortably into an era still dominated by extended faces; the excitement of discovery is gone, but widespread disenchantment has not yet set in.

Still, the year was not without event. A handful of new faces were introduced, several more European designs made the trip across the Atlantic, and sources for some of the more popular choices were expanded.

■ Some of the year's highlights:

1. Craw Modern Bold (1) was introduced by ATF as a more assertive companion for its well-liked Craw Modern. The event was hardly a surprise, however, as ATF had heralded the new weight back in '58 and had even gone so far as to preview a few characters from the forthcoming font at that time.

But, surprise or not, the face filled a real need and was a most satisfactory companion to its predecessor.

2. Monotype released for general usage one of the last designs of the late Frederic W. Goudy. This handsome, classy type is called Californian (2); it is available in both Roman and Italic, and was originally designed for the exclusive use of the University of California.

① **Bolder Craw**
② The Alphabets
③ Torino *Italic*
④ **Shops make**
⑤ *Schweizer Bundesbahn*
⑥ *Quer durch Asien*
⑦ *Seidene Damenwä*
⑧ unsurpassed
⑨ **Education**

I don't know whether its release was prompted by a sudden burst of unselfishness at Berkeley or by the less romantic event of a contract expiration, but I for one, am pleased to learn of its availability, whatever the cause.

3. Perhaps the surprise of the year was the success of an Amsterdam-Continental import called Torino (3). At least I assume it has been a success, for I see it everywhere—in ads, editorial display, broadsides and what have you.

The name, Torino, conjures up visages of exquisite beauty and artistry; thus it is something of a disappointment to discover that the face itself is a rather conventional condensed Modern Roman, the likes of which can be found in every major typefoundry in the world.

The surprise lies in that Torino comes to us from the Italian typefoundry, Societa Nebiolo. I certainly do not begrudge Nebiolo its success, but it does astonish me that our production men, in raiding this depository of some of the finest contemporary craftsmanship, should by-pass such really creative contributions as Athenaeum, Cigno, Microgramma, and Slogan in favor of so unremarkable a design as Torino.

But, then, such are the vagaries of the production world.

4. Ludlow continued to exhibit a healthy if belated concern over the status of its library of designs, coming up with several new members for its Record Gothic series—among them the Bold Extended (4), Thinline Condensed, Bold Extended Italic and Bold Italic. The filling out of this series finally gives to Ludlow-equipped printers some ammunition with which to enter the battle stirred up a few years back by the invasion of Venus and its many imitators.

5. A new (German, that is) precinct was heard from late in '59 when Castcraft Typefounders of Chicago secured American distribution rights for some of the faces produced by Germany's Johannes Wagner type foundry.

All five of the imports were scripts or cursives (I'm never quite sure where one ends and the other begins). Impuls (5) is an energetic and smart script of bold weight, Reporter (6) has a brush effect similar to that found in Stop, and Gong (7) has a unique chalky texture which should qualify it as "novelty of the year."

6. Bauer gave us the handsome Bauer Classic (8), a Baskerville-ish font not unlike Craw Modern in some respects, and undoubtedly aimed at cashing in at the same market place, just as other foundries scurried around for candidates a few years back when Bauer itself stole the spotlight with its Venus Extrabold Extended.

7. Users of pasteup type were gratified last November when Artype issued a new catalog, for that catalog announced the availability in transparent pasteup form of Craw Modern, Murray Hill Bold, Stop, News Gothic and additions to the Fortune and Venus families, all of which are in considerable demand at the present time.

The inclusion of Stop (9) leads at least this bystander to the wishful hope that perhaps Artype (or some of its numerous competitors) will soon see fit to make available several other currently hard-to-get European designs such as Solemnis, American Uncial, Pan, Ornata, Cristal, Mosaik, Athenaeum, and Microgramma.

8. The various manufacturers of filmlettering equipment continued to expand their libraries. Intertype's Fotosetter unveiled some impressive new scripts, tending to confirm my own observation that script design is the area in which cold composition can offer the most telling threat to metal composition.

■ It is, in fact, worth noting that photocomposition has made little significant contribution to the Roman letter form if, that is, you discount staggered and curved alignments of existing alphabets.

Well, there it is—certainly not a remarkable year but then not quite a dead one either. The next couple of years may well bring forth some fascinating innovations. The time is ripe. #

ARE YOU TURNING YOUR BACK ON HALF THE FASHION MARKET?

You are, if you're advertising your products in ready-to-wear fashion magazines *alone!*

You're missing out on half the fashion market*. . . the women who sew. Because it's a fact that women who sew are a special audience who find their fashion point of view best expressed in a special fashion magazine that talks in *their* language.

If you sell cosmetics, hats, home permanents, shoes, bags, gloves, jewelry or foundations, you'll find these women are valuable people to know. They have a taste for better fashion. That's why they sew. And they have money to spend . . . money they want to spend on everything needed to complete the look they're working to create.

Today, there's a new, easy, economical way to reach this missing half of your fashion market. It's our new better-than-ever SIMPLICITY FASHION MAGAZINE. Always the most successful of sewing fashion magazines, in its *new format*, SIMPLICITY is daring, different, dramatic, digest-size. It's the biggest, brightest fashion show for women who sew ever put between covers, with more pages of fashion, more pages of color than any other magazine.

The new SIMPLICITY FASHION MAGAZINE is the fashion buy of the year with a lower cost per thousand and a longer readership life than any other major fashion magazine. Initial print order 750,000. First issue out today. Call ORegon 9-3700 and we'll send you a copy. Also one for your wife!

Simplicity

**63% of America's women sew creatively . . . National Needlecraft Bureau surveys.*

The mass fashion magazine for women who sew,
published by the world's largest pattern company:
SIMPLICITY PATTERN CO., INC., 200 MADISON AVENUE, NEW YORK 16, N. Y.

On the Merchandising Front . . .

The New Era of the Store Manager

By E. B. Weiss

In industry, we have had for some time the era of the paid manager.

Retailing, for centuries the stronghold of individual enterprise, edged into the era of the paid manager more recently.

E. B. Weiss

Giant retailing, like giant manufacturing, led to the paid manager era of retailing.

But in retailing the paid manager functioned primarily at the headquarters level. Until the last decade, the store manager in our giant chains had small authority. In recent years, that situation has changed at an accelerating pace.

Today, the store manager's area of authority is expanding remarkably. And as all of our giant retailers turn to the one-stop outlet concept the managers of these huge store units (which achieve an annual turnover running into the millions per store) are becoming, and have become, a retail version of the paid-manager concept.

■ Indeed, it is probable that the organizational blueprints of most chain stores fail adequately to reflect this assumption of greater authority by the store manager. The organizational chart may *lay down* the law, but the store manager *interprets* the law. His interpretation of the "law" is shaped by the day-by-day competitive needs of the store he manages, and he seldom has time to "go through channels." So the organizational chart may propose, but he disposes.

Interesting proof of this situation comes from the department store field in a statement made by a department store branch manager with respect to corsets and bras. These are the facts:

The modern department store is, of course, a chain. The managers who operate its branches are thus the counterparts of the managers of the giant food-super units, the giant drug-chain units, the giant variety-chain units. In the case of this department store branch, the organizational chart usually states that the department managers in the branches do not have the authority to buy merchandise. This is explicitly marked out on the organizational chart. But this branch store manager points out: "No less than 80% of the corset and bra business in this branch comes from reorders placed directly by our department manager with the manufacturer!"

■ At various times, headquarter chain executives of different types of chains have reported—with complete astonishment—that when they made a personal check of a store that had been opened a year or more, they found that its inventory a year later had departed considerably from the "blueprint" without knowledge of headquarters. The store manager had obviously "taken things into his own hands."

But leaving aside the desperate competitive urgency that tends to compel the store manager to take short cuts, it is also obvious that most chains are delegating growing authority not only to the store manager but to some of his associates and assistants as well. Obviously, the policies that governed the manager and personnel of a 6,000 square-foot store would hardly be appropriate for the manager and personnel of a 50,000 square-foot or a 100,000 square-foot store.

However, so far as manufacturers are concerned, this change in the power of the store manager has come about so gradually as to be inadequately reflected in the manufacturer's own procedures, especially in his sales procedures. Too much everyday selling by manufacturers directed at the chains is still keyed basically to headquarters. The assumption continues—and it is a rather naive assumption—that what headquarters approves "is in."

■ Today, the manufacturer may be "in" only if and when the store manager and other store personnel approves. This is especially true, of course, in the giant store units of the various chains and in the department store branches. Since the giant store unit will, within five years, account for the lion's share of the volume of most chains, and since even a department store like Macy's now finds that 40% of its total volume is done by its branches, with other department stores accounting for over 50% of their volume from branches, it is obvious that many manufacturers may soon find that the *store manager's* decision is *more important* to them than *headquarters'* decision!

In this connection I quote from *Progressive Grocer*:

"Most headquarters okay more promotions than stores can use . . . and they know it (though many manufacturers don't). We could paper the walls with a month's supply of banners we don't use, a leading chain store manager told us recently.

"Stores have power to reject a display or promotion in most cases. Operators and managers are also authorized (often encouraged) to develop ideas of their own.

"This new power at store level means that *store cooperation must be won*—can't be 'forced' by a manufacturer, or 'legislated' from headquarters."

■ I do not advance these facts as *new* discoveries. My point is that the store manager and the position of the "A" store in chain-store volume have both assumed a new status that has come about so gradually as to be underestimated in the sales planning of some manufacturers. Maybe it is time to do more planning *at the store level* and either to lessen or freeze the scope of programs involving chain headquarters. This might be especially true of those functions that are short-term and tactical, as differentiated from those that are long-term and strategical. #

What They Were Saying 25 Years Ago . . .

Headlines in Advertising Age (AA, Jan. 12, 1935):

"New Copeland Bill Would Govern Food, Drug Copy. Imprisonment and Fine Penalty for False Advertising"

"Montreal Plans 5% Tax on Advertising"

"Reo Motor Car Starts Broad Campaign"

Emerson J. Poag, director of merchandising and advertising for Dodge Brothers Corp., Detroit, in a statement issued to the press in regard to current criticism of advertising (Jan. 12, 1935):

"It has been the fashion, recently, to challenge the sincerity and worth, from the broad economic and sociological viewpoint, of all advertising—and rather foolish efforts have been made in its defense and justification.

"I say 'foolish' because a moment's reflection should show that the advertising of an unworthy product, or one lacking the merits claimed for it, merely serves to bring this unworthiness or lack of merit to the notice of more people in less time than would otherwise be the case. And the louder and more lavish the advertising, the quicker this boomerang result is accomplished."

F. R. Coutant, director of research of Pedlar & Ryan, New York agency, in a speech at the University Club in Chicago (AA, Jan. 5, 1935):

"Thinking about inquiry response to advertising is undergoing a change. Studies by competent men show that there is zero correlation with sales. Heavy increases in coupon response have been found in some territories where sales declined. The need now is to measure what is called 'impact,' that is, the impression an ad makes when first seen.

"Color in foods, for example, makes an impression that cannot be measured in response. Full pages run consistently have a force which cannot be secured with half pages made up of similar elements on reduced scales."

Coty Inc. in a drug trade ad announcing discontinuance of combination price offers such as a bottle of perfume free with purchase of a box of face powder (AA, Jan. 12, 1935):

"The purpose of winning new customers has been achieved. Sales records show that your Coty perfume business is today better than it has been for some time. And so we say to you: 'Sell—don't give.' The perfume volume that you have given away in combination offers can now be secured for you—by selling perfume and face powder separately.

"Therefore, Coty calls a halt to combination offers. And we invite other manufacturers to do the same."

Looking at the Retail Ads . . .

The 'Misplaced Grocery Ad'

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

City population, over 800,000.

Newspaper circulation, over 200,000.

Advertising has a job to do in such a city and medium. Readers have to be earned—not everyone reads everything. Well, how do you write an ad in such a city and paper?

First, you write a headline that says: "Philosophy? Some say it's the sauce that makes the suit."

Now after that headline is put down, lest people think you are selling suits for men, women, or children—you immediately start talking about something else.

As a matter of fact, out of a total of 33 lines of copy, you write 26 lines about Major Grey's Chutney. You make it quite clear that you are concerned with nothing else in the world but convincing readers that this chutney is good.

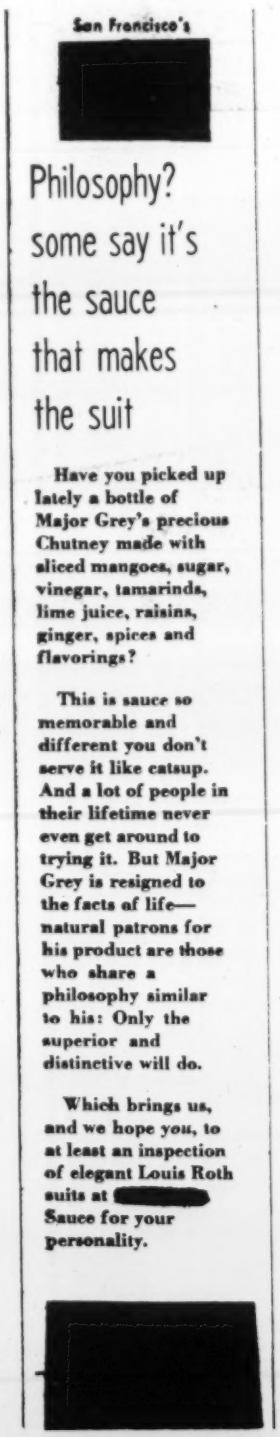
■ Just about the time the reader begins to think he ought to buy some Major Grey's Chutney, he reaches the 27th line of copy. Then he is bucked completely off into space and is reminded of that word "suit" in the words that served as a headline.

The 27th to 31st lines read: "Which brings us, and we hope you, to at least an inspection of elegant Louis Roth suits at ....."

The headline said tentatively: "the sauce that makes the suit."

By now the ad writer has forgotten that, and concludes on an entirely different note that the suit is "Sauce for your personality."

■ There is only one reason why such an ad should be written I think, and that is because Major Grey's Chutney owns this clothing store and—not knowing how to sell suits in white space—sells Chutney in suit ads. #


San Francisco's
[redacted]
Philosophy?
some say it's
the sauce
that makes
the suit
Have you picked up lately a bottle of Major Grey's precious Chutney made with sliced mangoes, sugar, vinegar, tamarinds, lime juice, raisins, ginger, spices and flavorings?
This is sauce so memorable and different you don't serve it like catsup. And a lot of people in their lifetime never even get around to trying it. But Major Grey is resigned to the facts of life—natural patrons for his product are those who share a philosophy similar to his: Only the superior and distinctive will do.
Which brings us, and we hope you, to at least an inspection of elegant Louis Roth suits at [redacted] Sauce for your personality.
[redacted]

ANATOMY OF A MARKET

Washington, D. C. is a world capital of excitement and influence. Washington, D. C. is also a *market* of wealth and importance.

The dominant selling medium in this booming area is The Washington Star. People like what The Star stands for. They believe in The Star, have made it a part of the family.

While this valuable factor does not show up in the cold statistics, it gives advertisers an

Extra Selling Thrust

that makes itself felt in no uncertain terms in the pulling power of your advertising in The Star.

THE WASHINGTON STAR

WASHINGTON, D.C.

Member of MILLION MARKET NEWSPAPERS, INC.

New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard • Detroit • Los Angeles • San Francisco

Special Florida Representative: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Avenue, Miami Beach, Florida

The Peeled Eye Department . . .

Dick Clark Finds LIFE Can Be Un-Beautiful

By Dick Neff

Here's Mud in Your Face

"Dick Clark with acne, yet! This was, of course, dirty press work—but, gad!" writes Mrs. J. E. Kelley, of the Bronx, New York City.

Like a two-headed tennis judge, the ad, from the Dec. 7 *Life*, must be seen to be appreciated. (See cut; the unkindest cut of all for this clean-cut disc jockey and leader of youth, we're sure you'll agree.)

Dick Neff

Don't Live Little—Live a Lot!

"How's this for a tie-in?" asks Dick Commer, of Hampshire Press.

"The attached facing pages, in Long Island *Newsday*, are interesting because of the content and placement of a competitor's ad (*New York Daily News*).

"(The ad) 'Before you trade in your wife' faces the paper's obituary page . . ."

We examined the spread and found that every one of the people whose deaths were headlined on that page was a man. Think it over, fellows, and move that rocking chair a little closer to your wife's.

We also discovered a little extra incentive to us to follow our own advice. Tucked away in the fine print about dear departeds at the bottom of the page was the name *Neff*. And you can guess what his first name was. That's right: *Richard*.

'Stay Lovable . . . Stay Sweet . . . Stay Employed'

Here's some sound as well as poetic advice from the gifted pen of Howie Colwell, who wrote it for the BBDO "Newsletter" before his recent move to Kudner.

Howie apparently inherits both his gift for crisp phrasing and his knack for sound advice from his well-known father, Bob Colwell. (The subhead to this item, by the way, we cribbed from a line the senior Colwell dashed off in a semi-serious memo to an employe once.)

Anyhow, here's Howie's poem. We overheard Bob reading it to a friend one day, and he was good enough to let us have it.

"Advice to young copywriters at meetings:
The time to grab your pen and write
And keep your mouth well shut,
Is when you hear those magic words
'This isn't copy, but . . . ' "

Ad-ecdote Department

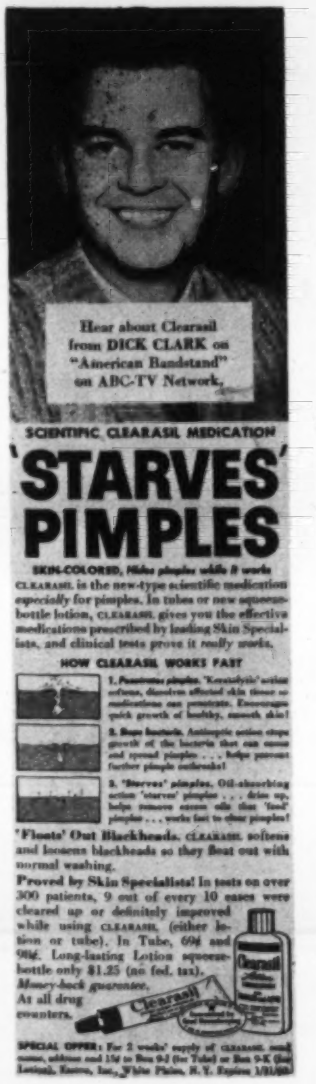
We plan to unveil the name of the winner of our $25 Ad-ecdote contest in February.

Meanwhile, here's a nice entry from Allan Clark, vp and copy director of D'Arcy in St. Louis.

"Advertising agency receptionists—those Lobby Lionesses—are a race unto themselves, as any self-respecting agency man will admit at the drop of a chat.

"Bred for beauty and poise as well as courage, they must have perfect conformation. Eyes must be clear and sharp, ears pointed and alert, the dial finger delicate yet dexterous . . .

"But, during the lunch hour (even Lady Lionesses have to eat), when the Noon Hour Girl goes on, the caliber of the Agency Image is apt to drop off considerably.


Hear about Clearasil from DICK CLARK on "American Bandstand" on ABC-TV Network.
SCIENTIFIC CLEARASIL MEDICATION
'STARVES' PIMPLES
SKIN-COLORED. Hides pimples while it works
CLEARASIL is the new-type scientific medication especially for pimples. In tubes or new squeeze-bottle lotion, CLEARASIL gives you the effective medications prescribed by leading Skin Specialists, and clinical tests prove it really works.
HOW CLEARASIL WORKS FAST
'Floats' Out Blackheads. CLEARASIL softens and loosens blackheads so they float out with normal washing.
Proved by Skin Specialists! In tests on over 300 patients, 9 out of every 10 cases were cleared up or definitely improved while using CLEARASIL (either lotion or tube). In Tube, 69¢ and 98¢. Long-lasting Lotion squeeze-bottle only $1.25 (no fed. tax).
Money-back guarantee.
At all drug counters.
Clearasil
SPECIAL OFFER: For 2 weeks' supply of CLEARASIL send name, address and 10¢ to Box 9-J (for Tube) or Box 9-K (for Lotion), Enrico, Inc., White Plains, N. Y. Expires 1/31/60

And Here's Another Goody

This ad-ecdote is from Frances Benson, of Holly, Colo.:

"Advertisement in a want ad section: "YOUNG LADY SEEKS JOB AS SECRETARY. Willing to struggle if given a chance."

Looking at Radio and Television . . .

Bleak Outlook for Syndicators

By the Eye and Ear Man

The sad state of the syndicated film business today is a serious problem to television. Companies which formerly thrived on sales of programs to stations, but have begun to flounder as supply has far surpassed demand. Here is how the problem breaks down.

1. The supply: Prior to 1955, television was predominantly a live medium. The variety shows, the panel, quiz shows, the musicals and hour live dramas accounted for better than 50% of the nighttime product; kinescopes were a poor substitute for the real thing.

In 1960 about 70% of all nighttime shows will be on film and half of the rest will be on tape. Tape can also be converted to film for non-tape equipped stations. For all practical purposes 90% of all network shows will be tape or film. This means that 105 shows a year, times 39 originals, or about 4,000 negatives, are being churned out each year.

■ Some good, older series have finished their network runs and restrictions have been lifted permitting them to be released for local programming in three to five-year lots.

Add to this the programs made expressly for syndication here and abroad, and it is obvious it is a buyer's market in spades.

Furthermore it can only get worse. Soon all programs may be on film or tape, with the foreign product growing each year as new countries begin local programming.

2. The time: Networks have now taken much of the station time. From 7:30 to 11 p.m. and from 10 a.m. to 5 p.m., EST, with some intervals, station time is programmed by the nets. Formerly, a syndicator could count on some 7:30-8 p.m. spots and most 10:30-11 p.m. spots. Network hour programs have eaten up many of these units.

■ The emergence of ABC with full competitive programming has taken out the third station in major markets where holes in the ABC lineup used to make local programs essential. The number of markets with four or more stations is sharply limited.

Even the world markets are deluged with available programs. The import quota restrictions make the supply far greater than the demand.

Allowing for necessary children's programs, local news and service programs, the only clear time available for syndication on many network affiliates is in the early evening hours, noon hours, or morning hours. Add to this, the fact that feature movies occupy most of this time and you compound the dilemma.

3. The future: It is entirely possible that network programming will be slightly curtailed in 1960-61. This will be done in part by legislation threats and part by stations refusing to take: (1) some network shows either in the 7:30 or 10:30 p.m. spots; (2) weak shows in prime time, and (3) sustaining shows in prime time. They may also resume some prime hours for local advertisers.

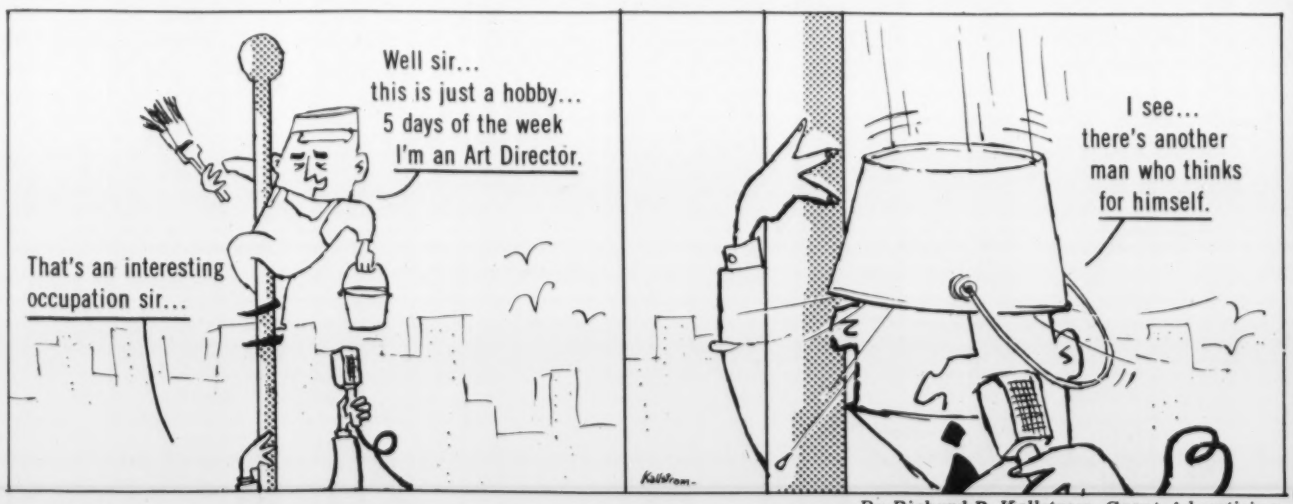
■ It is also possible that feature film libraries will begin to run out, leaving the early show and late show period for programming of re-runs of old network shows or new syndicated shows.

It is also conceivable that more stripping of re-runs—network shows, that is—Monday-through-Friday, five-a-week schedules, will occur in the daytime and early evening.

But, no matter how much better the situation gets, it is still somewhat bleak for the syndicator, who expects to make his profit out of non-network sales. This tends to reduce the lush profit that was once the expectancy in this market to a moderate profit or a possible loss unless the producer makes his expenses out of his network run.

In general, the film buyer at a station level is sitting pretty. He can pick and choose the best films at his own price. This saving can pass down booty to the local advertiser and to the national advertiser heavying up in a problem market or using spots within programs. The buyer must be sure he gets this saving, of course.

■ It remains to be seen whether more local programming will result in better local service. In many cases local programming relies on re-runs of old network shows, first run of the cheaper syndicated shows (to pay out, a syndicated show should come in at from $25,000-$30,000 a negative. This means economies all along the line, including writing, and hours of shooting. This cost is roughly two thirds the cost of a good network show, which cost can be amortized over many more stations), or live local cooking gossip, disk jockeys, or amateur shows. There are, however, of course some stations which are programming locally on a very imaginative basis.


Well sir... this is just a hobby... 5 days of the week I'm an Art Director.
That's an interesting occupation sir...
I see... there's another man who thinks for himself.
Kallstrom

—By Richard R. Kallstrom, Grant Advertising.

SPECIALIST IN SPOTS

Sales that snowball – that's the inevitable result for the many national advertisers who are spotting their TV dollars on these fine stations.

KOB-TV ..... Albuquerque	KPRC-TV ..... Houston	WNEW-TV .....New York	WROC-TV ..... Rochester
WSB-TV ..... Atlanta	KARK-TV ..... Little Rock	WTAR-TV ..... Norfolk	KCRA-TV ..... Sacramento
KERO-TV ..... Bakersfield	KCOP ..... Los Angeles	KWTV ..... Oklahoma City	WOAI-TV ..... San Antonio
WBAL-TV ..... Baltimore	WPST-TV ..... Miami	KMTV ..... Omaha	KFMB-TV ..... San Diego
WGR-TV ..... Buffalo	WISH-TV ..... Milwaukee	KPTV ..... Portland, Ore.	WNEP-TV .Scranton-Wilkes Barre
WGN-TV ..... Chicago	KSTP-TV ... Minneapolis-St. Paul	WJAR-TV ..... Providence	KTBS-TV ..... Shreveport
WFAA-TV ..... Dallas	WSM-TV ..... Nashville	WTVD ..... Raleigh-Durham	KREM-TV ..... Spokane
WNEM-TV ..... Flint-Bay City			KARD-TV ..... Wichita

Television Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

'Advertising Age' Receives Load of Congratulations on Its 30th Anniversary

To the Editor: Heartiest congratulations on AD AGE's 30th birthday.

Ed Bayol,
Executive Vice-President, National Editorial Assn., Washington.

•

To the Editor: You should be most proud of the contribution you have made in the field of communications.

Franklin S. Forsberg,
Publisher, Magazine Division, Henry Holt & Co., New York.

•

To the Editor: As you look back upon 30 interesting, exciting, and challenging years, you must be both proud of and happy with what you have done . . .

George C. Kiernan,
President, Eastman Research Organization, New York.

•

To the Editor: The modest venture has become an outstanding success. Congratulations and best wishes for even greater expansion!

W. J. Byrnes,
Manager, Promotion and Publicity, *Chicago Tribune*.

•

To the Editor: It doesn't seem like 30 years ago that we first saw ADVERTISING AGE, and yet it is so much a part of the scene that it seems as if it has always been here . . .

Anthony R. Gould,
Business Manager, *U. S. News & World Report*, Washington.

•

To the Editor: Congratulations to you on the 30 candles on the ADVERTISING AGE birthday cake.

Emil G. Stanley,
Stanley Publishing Co., Chicago.

•

To the Editor: It is difficult to believe that I have read your good publication every week of the year for all that time because to me it has always meant so much that I feel it has always been with me . . .

William C. Henning,
Holiday, Chicago.

•

To the Editor: Congratulations on the fine job done and an expectation of 30 more years of enjoyment of this fine publication.

Art Windett,
Director of Development, *Newsweek*, New York.

•

To the Editor: Congratulations . . . for 30 years of the most helpful service to the advertising profession of America.

M. Wise Kellan,
Norfolk, Va.

•

To the Editor: You have done a swell job in producing the outstanding advertising publication in your field . . .

J. G. Taylor Spink,
The Sporting Goods Dealer, St. Louis.

•

To the Editor: There is no question but that your publication is serving our profession faithfully and well . . .

Robert A. Wilson,
Cargill, Wilson & Acree, Richmond, Va.

•

To the Editor: I well remember the many visits we had in 1933 and '34 when ADVERTISING AGE was a baby trying to learn how to walk, and particularly recall one visit we had in which you told me that you were going to use bold type for the names in the "Getting Personal" column. This set a precedent which has been followed by practically every other publisher . . .

Edward McSweeney,
New York.

To the Editor: . . . My congratulations on your achievements. These 30 years span a very exciting period in world history.

Clyde E. Brown,
Fairchild Publications, New York.

•

To the Editor: . . . It really does not seem that long but certainly it has been long enough that the publication has become completely indispensable.

You and your staff deserve great credit for the influence you have exerted over the advertising profession through these many years.

W. C. Sproull,
Director of Advertising, Burroughs Corp., Detroit.

•

To the Editor: . . . for the outstanding job you have done.

You have come a long way . . . and the journey has been one of accomplishment in a field which, surprisingly, was not too quick on the up-take. . .

Fred L. Hadley,
National Funeral Service Journal, Chicago.

• • •

The Feeling Is Parimutuel

To the Editor: One of our clients is Louis, an exclusive men's store here in Boston. For the account, we have been running a series of institutional ads which have received widespread comment. Nothing we have created, however, has caused quite as much comment as the brilliance of one newspaper in placing a recent ad. A copy of the page is enclosed. We thought it might amuse your readers.

David R. Lutkins,
President, Campbell, Emery, Haughey & Lutkins, Boston.

• • •

Most Editors Respond Kindly to Greif-Associates' Surveys

To the Editor: James F. Wheeler, editor and publisher of *Midwest Home Builder*, offers publicity people "instant advice on what to do with their damned (sic) surveys" [in his letter in AA on Jan. 4]. He also objects to their assuming "the god-role in evaluating damn (sic) near everything except their own weak efforts," wonders "where in hell (sic) all of these publicity people come from," and finishes with: "If you're real good about staying the hell (sic) where you belong, we promise not to petition for a seat in the media planning committee."

Now we have a question. Why —without the emphasis—is Mr. Wheeler so peeved with publicity people?

We have sent four surveys out in the past, to approximately 250 editors each time. Response has usually been close to 50%. From this we can only assume that if you ask the average editor an honest question, he will give you a polite answer. In many cases, a simple yes or no did not seem to suffice, and editors have typed three-page replies to help us understand their needs. We should like, publicly, to thank all these men for their courtesy.

Results of our surveys have always been tabulated and made available to those who replied. Also, the information, in one form or another, has generally been offered to anyone concerned with publicity, hoping in our small way to elevate slightly the sights of the entire field.

We're proud of our chosen profession and will do our best to render honest service to client and editor—even if we risk being called "knuckleheads" by someone who's never received a single release of ours.

Lucien R. Greif,
Greif-Associates, New York.

Editor's Note: Mr. Wheeler's letter took exception to a survey made on behalf of an advertiser in which some news editors said they are unwilling to accept news releases from an advertiser who doesn't use their publications. The survey was reported on by AA in the Sept. 30, '59 issue.

• • •

Two on 'Humility'

To the Editor: In reply to Seymour Kameny's criticism of *The New Yorker's* policies and Mr. Kameny's quote on humility (AA, Jan. 4), I should like to quote Thomas Aquinas who said: "Humility is the virtue that disappears at the sight of itself." And Frank Lloyd Wright's observance that somewhere in his life he had to choose between honest arrogance and hypocritical humility. He had chosen the former and had not seen the reason to change.

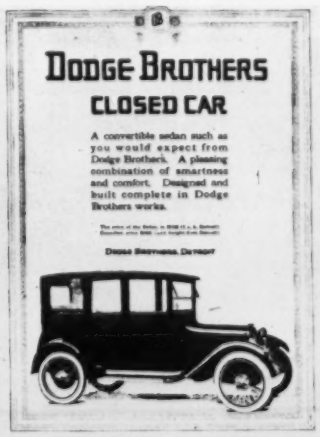
Mrs. Patricia LaHatte,
Promotion Manager, Atlanta Newspapers Inc., Atlanta.

• • •

These Ads Sold Cars, Too

To the Editor: We read with interest "The Creative Man's Corner" of Nov. 23 dealing with automotive advertising. We thought you might be interested in seeing a couple of examples of what ad writers were turning out in the days when "new advances" came more slowly. The enclosed photos from our files are advertisements for the 1915 Dodge touring car and the 1917 Dodge closed car.

R. N. Wright Jr.,
Public Relations, Dodge division, Chrysler Corp., Detroit.


DODGE BROTHERS
CLOSED CAR
A convertible sedan such as you would expect from Dodge Brothers. A pleasing combination of smartness and comfort. Designed and built complete in Dodge Brothers works.

CONVENTION CIRCULATION: 10,000 AND SPECIAL MAILING OF 6,000

SHAMIE PUBLICATIONS

GROCER-GRAPHIC
YANKEE GROCER
GROCERS' SPOTLIGHT
MICHIGAN AND NORTHERN OHIO EDITIONS

SMI CONVENTION EXTRA

MAY 2, 1960

FOR UNIQUE COVERAGE
OF THE SMI CONVENTION
CALL SHAMIE PUBLICATIONS

New York LEXINGTON 2-3045 | Detroit WOODWARD 1-7554 | Cleveland SUPERIOR 1-2654 | Boston HANCOCK 6-7933

Harker - Husted - Coughlin, San Francisco — GArfield 1-2481
Harker - Husted - Coughlin, Los Angeles — DUnkirk 7-2328

CALL COLLECT

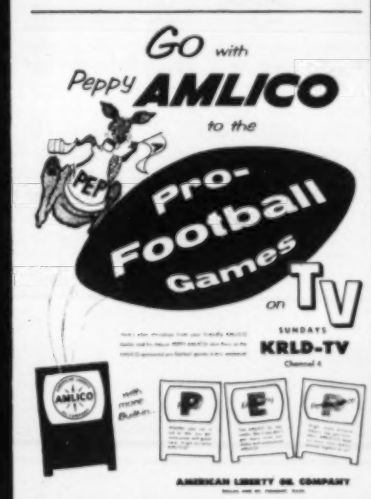
ISSUE DATE
MAY 2
COPY DEADLINE: APRIL 25

SHAMIE PUBLISHING CO. • 3 EAST 40th ST. • NEW YORK 16, N. Y.

Amoco Flatters Amlico Agency

To the Editor: Recalling what they say about "the sincerest form of flattery," I am impressed with Amoco's recent advertising in the Nov. 9 *New York Times*. Amoco and their agency seem to recognize a good advertising theme when they see one.

A proof of a newspaper advertisement that appeared in the



Southwest during the Fall of 1956 for our client, American Liberty Oil Co. (later acquired by American Petrofina) is enclosed. You'll note the prominent featuring of Amlico's P-E-P theme (used throughout 1956 and 1957) which was even more highly visualized in Amlico tv commercials.

T. W. Norsworthy,
Taylor-Norsworthy, Dallas.

• • •

Ad's in 'Poor Taste,' He Says

To the Editor: Add to your list of "ads that should never have been run"—this insertion in the

WISE MEN
LOOK TO THE EAST
NATIONAL CITY ILLINOIS
Home of St. Louis National Stock Yards
Investigate This 600-Acre Industrial Site
Just Across the River From Downtown St. Louis
Fortifying the Area's Industrial Welfare

Jan. 3 *St. Louis Post-Dispatch*.

Not only was the ad in extremely poor taste but I imagine was repulsive to any of the "wise men" who might have seen it.

William R. Hooper,
Advertising Production Supervisor, A. B. Chance Co., Centralia, Mo.

AA Garbles Facts in Story

To the Editor: In your Dec. 28 issue, [you] indicate that our publication, *Broadcast Engineering*, has been sold along with *Implement & Tractor* to Peat Publishing Corp., New York...

This entire item is garbled. The name of the publication is *Broadcast Engineering* and not *Broadcasting Engineering*. The statement is correct in that Technical Publications Inc. is a new subsidiary of *Implement & Tractor*, but completely erroneous in stating that the new publishing corporation has been sold to Peat Publishing Corp., New York...

Emmett P. Langan,
Vice-President, *Broadcast Engineering*, Kansas City, Mo.

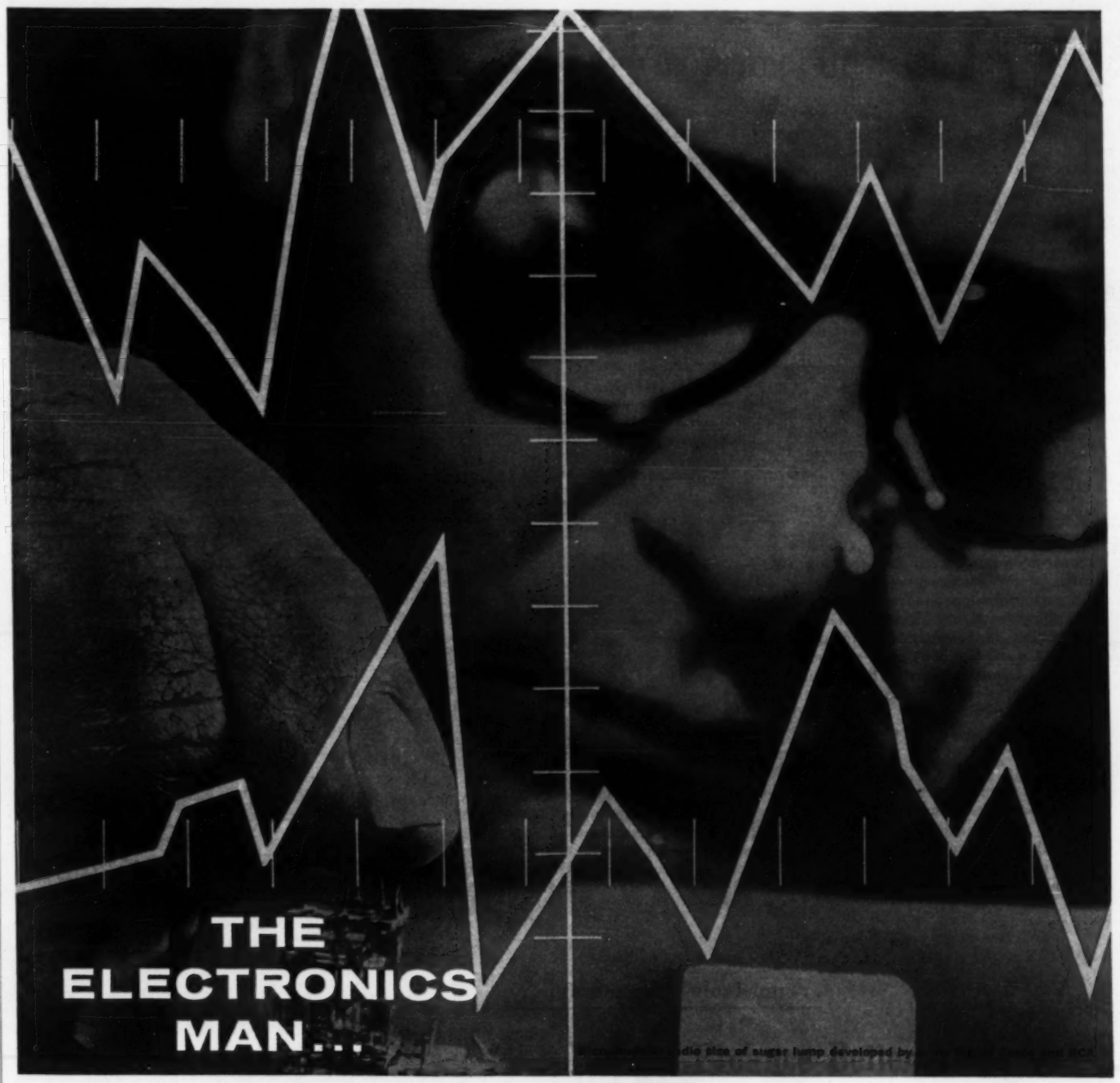
Editor's Note: The writer of the item in question is unable to account for how he managed to garble these facts or to locate a Peat Publishing Corp. in New York. The item should have read: "Broadcast Engineering was bought by Technical Publications Inc., Kansas City, a new subsidiary of Implement & Tractor Publications Inc."

• • •

Lo! The Poor Copywriter...

To the Editor: "The job starts with writing, but can develop fast into account handling and other important areas," runs a classified ad in your Jan. 4 issue. Isn't it a rotten shame about Les Pearl, Jim Woolf, Carl Spier, Henry Slesar and so many others? If only they'd had the good sense to join this agency in Syracuse, they might have amounted to something instead of being poor, benighted copywriters.

John Eckels,
Vice-President, Creative Director, Fuller & Smith & Ross, Pittsburgh.



A SPECIAL BREED

In most industries the management man went to business school and doesn't concern himself with design problems.

In most industries the design engineer doesn't concern himself with management problems.

The electronics man is different.

Look at his badge. It reads Research-Design-Production-Management. His interests are in any or all of the four areas.

No matter where you find the electronics man his engineering background enables him to influence the purchase of electronic components and equipment. Your advertising must reach him if you are to sell electronic goods.

This is the strength of **electronics**, the one magazine published weekly and edited to reach this engineering oriented electronics man, wherever he is.

THE ELECTRONICS MAN
"BUYS" WHAT HE READS IN... **electronics** ABP ABC

and In the **electronics** BUYERS' GUIDE

A McGraw-Hill Publication • 330 West 42nd Street • New York 36, N.Y.

Fund for Republic's Kelly Decries TV's Lack of 'Column Rule,' Hits Nets' 'Proprietorism'

WASHINGTON, Jan. 19—The vp of the Fund for the Republic chided the radio-tv industry last week for letting advertisers control the "editorial" content of their programming.

In the printed media, Frank F. Kelly told the Federal Communications Commission, a column rule separates the space where the advertiser makes his pitch from that where the editors present their view of the world.

"If the column rules are not always inviolate, they are still there, and nothing comparable exists in television," he said.

■ Mr. Kelly appeared as FCC continued to seek advice on its rights and duties with respect to regulation of tv programming. Chairman John Doerfer has said repeatedly that the commission ought to get guidance from Congress before moving into any regulations involving control of programming. Before the Federal Communications Commission Bar Assn. previously he warned the commission might become "a supreme board of censors."

Mr. Kelly said his studies indicate broadcasters are "totally and finally accountable to advertisers." He said that recently some industry leaders have talked of turning to the magazine concept, but "a reading of the industry trade journals will demonstrate that this notion has already been flatly rejected by advertisers—and I know of no one who seriously believes that of its own volition the industry is capable of denying the advertisers the last word on program content."

■ FCC also heard from a major "multiple owner of radio-tv" that it would be "unrealistic" to expect today's "formula" radio stations to provide "balanced" program service under 1946 or 1929 definitions.

Stressing the changes which tv competition has brought to radio, John E. McCoy, vp of Storer Broadcasting Co., explained that stations have found that "talk" programs promote "tune-out," and that it is extremely difficult for the station which inserts such programs in its schedule to create the kind of "sound" and listening habit which is essential to building a successful radio station.

He agreed it is reasonable for FCC to expect that stations offer something more than a music and news service. "But radio does not have a captive audience," he explained, "so its information, instructional and special interests broadcasts must be presented in a format which obtains and holds its listeners."

He was one of several industry witnesses appearing before the commission last week. He said regardless of what FCC decides, it ought to issue a clear policy statement so that stations will know what is expected of them.

■ Meanwhile, federal efforts to crack down on deceptive activities in broadcast and other media were gaining momentum.

The House subcommittee on legislative oversight announced that its payola hearings will start around Feb. 8. Rep. Oren Harris (D., Ark.), the committee chairman, said investigators have information about "plugs" as well as "payola" and that the hearings will probably last about a week.

The Department of Justice announced it will be host for a meeting of federal and state officials on March 10-11 at a "national conference on consumer protection." With the Federal Trade Commission, Securities & Exchange Commission and other agencies participating, the meetings will discuss law enforcement techniques in such fields as mail and wire fraud, stock market fraud and anti-trust enforcement.

■ In his statement, Mr. Kelly concluded that a citizens advisory committee ought to be set up by the commission to criticize tv programming. Such a committee could operate, he said, without encountering any conflict with the First Amendment.

"If it succeeded in mobilizing public opinion, it would also free the medium of the tyranny which forces it to base most programming on the advertiser's estimate of the common denominator," Mr. Kelly observed.

■ He complained that broadcasters have been encouraged to behave as though the licensed channels were the private property of the operators. Quoting recent statements by NBC Chairman Robert W. Sarnoff, he said "the sense of proprietorship came through in every line."

"It is perhaps natural that broadcasters regard the air as their private medium," he told the commission. "But it is not natural or healthy for FCC to regard itself as simply a service agency for the broadcasters. In this context, the public is regarded simply as a collection of spectators—people who have no rights except that their dominating tastes ought to be satisfied in order to keep the broadcasters in business."

Underlying much of the industry's thinking, he said, is the assumption that the industry's responsibility to the public is harmonious with its responsibility to advertisers. "The assumption in such a statement," he said, "is that the broadcasters are adequately serving the public by renting out their channels at prime viewing hours to those who have enough money to buy time."

■ While broadcasting is entitled to equal standing with other media, so far as freedom of expression is concerned, Mr. Kelly cited one notable difference between broadcasting and the press:

"In print media, advertisers do not as a matter of settled policy hold control over the placing and presentation of non-advertising matter. The press, with all its faults, inherently has far more independence from commercial forces, and a more direct responsibility to the mass of paying customers who are its audience," Mr. Kelly said.

■ "*Life* and *Look* are mass media appealing to national audiences comparable to those claimed by network television. But the operating premise of the proprietors of these periodicals is that they are in business to sell magazines, not goods. The assumption is that if they sell enough magazines advertisers will buy space to reach the audience attracted by the editorial policies controlled by the proprietors; a column rule separates the space in which an advertiser makes his pitch and that in which the magazines' editors set forth their own picture of the world; if the column rules are not always inviolate they are still there, and nothing comparable exists in tv.

■ "In a controlling economic sense, broadcasters are totally and finally accountable to advertisers," Mr. Kelly reported. "There is no offset in circulation revenue and no provable measurement of audience of the sort by which the printed media guarantee circulation on the reasonable assumption that those who pay for a copy of a publication are almost certainly going to read it.

"No proprietor of a newspaper or magazine will admit that advertisers dominate his editorial policy and dictate the non-advertising content of his publication—even when there is reasonable suspicion that this is true.

"On the other hand, no broadcaster will deny—except in special instances of news and commentary—that advertisers can and frequently do, dictate program content. In both radio and tv the practice of turning over the entire production of major programs to advertising agencies has been common. The present talk among some broadcasters of adopting a 'magazine concept' of programming is an admission that such a concept does not now exist. A reading of the broadcasting trade journals will demonstrate that this notion has already been flatly rejected by advertisers—and I know of no one who seriously believes that of its own volition the industry is capable of denying the advertisers the last word on program content." #

The Boy-the Dog-and the Painter
A few weeks ago, I had an experience you and your family will soon enjoy: I saw an advance showing of A DOG OF FLANDERS, a picture of rare and haunting beauty. Its story begins, as all good stories ever have, with . . . once upon a time.
by Quentin Reynolds
ONCE UPON A TIME, in a small Flemish village, there grew up a boy named Nello. Nello lived with his grandfather, Jehan Daas, in a humble cottage and with them lived the great yellow dog Patrasche.
Now Flanders is a land where the sea is as close as a brother; where great windmills stand like castles in the fields; where poppies grow the size of saucers. It is also a land whose people worship fine painting with a passion second only to their love for our Lord.
Perhaps in all of Flanders, there was no one who loved painting as devoutly as Nello. And of all the great Flemish painters Nello loved one above the rest, the master Rubens. To paint as Rubens painted, this would be heaven itself!
As is clear by now, this is a love story. There is the love of Nello for Rubens; there is the love of Patrasche for Nello; there is the love of Jehan Daas for them both. In addition, there is the love of the artist, Pieter Van Gelder, for painting and for his lovely model, Carrie.
Out of these simple, timeless elements—a boy, an old man, a yellow dog, a great faith and a dream—came a story that has cast its spell over generations of readers. A DOG OF FLANDERS was written in 1872 by a gifted English woman who called herself Ouida. It is a simple tale of great power and great tenderness and from it has been made a surpassingly beautiful motion picture.
The story was filmed in Flanders, a land which has seen little change since Ouida first wrote of it. The camera achieves a magnificent eloquence. Flanders is a region of rich colors and Director James B. Clark has captured them magically in CinemaScope and De Luxe Color. And behind the photography, urging the camera at all times, is the story which reaffirms all faiths and cherished values, reminding us that dignity, courage and decency endure.
I envy those who see this picture for the first time. Their hearts will warm to the simple humanity of its leading characters as portrayed by David Ladd, Donald Crisp, Theodore Bikel and Monique Ahrens. A DOG OF FLANDERS will live in the family album of pictures that glow in the memory. A 20th Century-Fox release.

STORY TREATMENT—*This all-type ad—an unusual treatment for motion picture advertising—bylined by Quentin Reynolds and promoting 20th Century-Fox's forthcoming "A Dog of Flanders," will run in the March issue of Reader's Digest.*

Amundson-Bolstein Merges With Bozell & Jacobs

Amundson-Bolstein, Sioux City agency, has merged with Bozell & Jacobs, Omaha, effective Feb. 1. Bozell & Jacobs said the merger provides a local organization to serve its clients in the Sioux City area and services for Amundson-Bolstein clients through B&J's 12 other offices. Milton Bolstein, founder of the agency 25 years ago, will be general manager of the Sioux City office, which will change its name to Bozell & Jacobs. Quarters in the Benson Bldg. will be retained.

Kraft Revamps PR Setup; Cuts JWT Billings in Half

Kraft Foods Co., Chicago, has revamped its public relations activities, effective Jan. 1. J. Walter Thompson Co., Chicago, formerly handled all pr activities for Kraft.

Under the new setup, JWT will continue to handle television exploitation and audience promotion for Kraft. All other pr activities, among which are product publicity, feature stories, etc., will now be handled internally at Kraft. The total budget involved is estimated at about $400,000, evenly divided between the two portions.

Duperrault to WFLA, WFLA-TV

Doug Duperrault, formerly with WTAR and WTAR-TV, Norfolk, Va., has been appointed promotion manager of WFLA and WFLA-TV, Tampa, Fla. He succeeds Byron Taggart, who joined the Tribune Co., Tampa, as assistant national advertising manager.

WCKR Names Valentine

Dan Valentine, formerly program director at WCKR, Miami, has been appointed acting station manager, assuming the duties of Owen F. Uridge, who resigned as general manager of the station.

Expect BIG RESULTS in a SECOND *

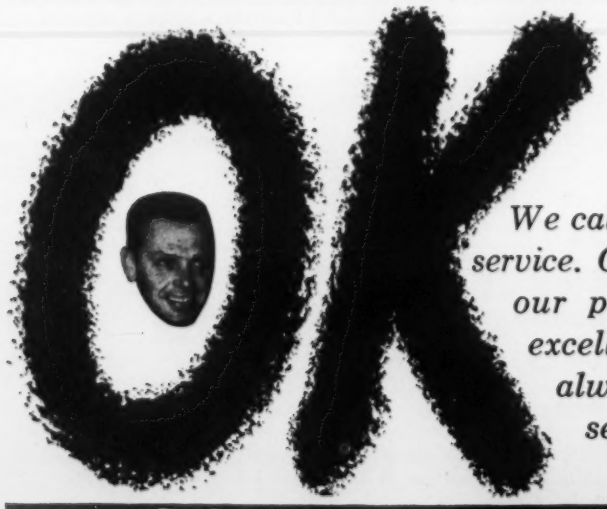
This FIRST Group Market in city zone populations of 100,000 to 250,000 has gained the respect of media men through merit. These newspapers with a combined circulation of 79,979 are now available at a new low combination rate.

WRITE NOW for complete data on the Northeastern Wisconsin story where you'll be assured big results in a SECOND!

* Wisconsin's 2nd Market with $641,999,000 effective buying income from 427,400 people.

GREEN BAY PRESS-GAZETTE | APPLETON-NEENAH-MENASHA POST-CRESCENT

REPRESENTED BY SAWYER-FERGUSON-WALKER COMPANY, Inc.



We call it our "keep 'em smiling" service. Our clients, bless 'em, rate our performance "consistently excellent" . . . give us a fast OK, always! This type of engraving service can benefit you, too.

washington PHOTO ENGRAVING COMPANY R.O.P. Color, too!

118 SOUTH CLINTON STREET • CHICAGO 6, ILLINOIS • FRANKLIN 2-6343

ElectroData Ads Use Case History Motif to *Sell Computers*

PASADENA, CAL., Jan. 19—ElectroData division of Burroughs Corp. will spend $400,000 this year for advertising of its 205 and 220 computer systems to management and those in the computer industry. Business and computer publications will be used.

Both systems are about as "big ticket" as possible. The 205 systems cost from $250,000 to $500,000; the 220 system starts at $500,000.

All ads will be two-color spreads in editorial form, with much text. This approach is followed, says ElectroData's agency, Carson/Roberts, to break away from the conventional testimonial-type ads used for computers. Yet, it was recognized that the essential difficulty is to establish specific benefits for users, and suggest potential benefits.

The suggestion of "potential" is important in that specific benefits are difficult to pin down for prospective purchasers. From this came the decision to combine the testimonial with applications, in the form of case histories of companies using one of the computer systems. This makes it necessary to go into great detail, the agency says, to establish verisimilitude.

■ Schedules call for from eight to 12 insertions in *Business Week, Computers & Automation, Communications of the ACM, Datamation, Data Processing, Dun's Review, Fortune, Harvard Business Review, Journal of Machine Accounting, Machine Accounting, Management & Business Automation, Management Methods* and the *Wall Street Journal.*

Single insertions will run in publications for industries of the companies covered in the ads.

The market for which ElectroData is shooting is substantial, and rapidly growing. In 1957, when the company launched its first advertising, computing industry volume was estimated at $260,000,000 annually. A McGraw-Hill estimate is that sales and rentals of general purpose computers will reach upwards of $950,000,000 in 1960. #

"We bought our first Burroughs computer in 1954, our own given, and have more on order... these are big reasons why Allstate will continue to offer speedier customer service at low cost."
Burroughs Corporation

INSURER'S STORY—*This two-color spread is one of the company case-history-style ads Burroughs Corp. is using to promote its ElectroData computer systems.*

Offers Fashion Script Service

A fashion show script service for retailers and manufacturers is being offered by Amos Parrish & Co., New York, retailing and marketing consultant. Custom-tailored scripts will be prepared for manufacturers, while a stock script for retailers will be prepared for fall and spring seasons in ten different fashion categories. Retailer scripts will be available at $25 per copy, or $200 for a collection of ten.

Studebaker Buys ITC Show

Independent Television Corp., New York, tv film producer and distributor, has sold "Four Just Men" to the Studebaker Dealers' Advertising Assn. for showing in New York, Syracuse, Albany, Binghamton, Watertown and Plattsburg, bringing to 151 the number of markets in which the series has been sold. In New York, it will be shown on WRCA-TV on Fridays at 7 p.m., EST. The buy was made for Lark by D'Arcy Advertising Co.

S. C. Johnson Names Louis

S. C. Johnson & Son, Racine, has appointed John J. Louis Jr. director of international marketing in an expansion and reorganization move of its overseas operations. Mr. Louis joined the company in 1958 as advertising and public relations director of the international division. Before that he was an account executive on Johnson at Needham, Louis & Brorby. He is the son of the late John Louis, former principal of NL&B.

ABC Radio Appoints Two

Karl Peckmann Jr., formerly an account service representative in the sales service department at ABC Radio, New York, has been promoted to account executive. William Marshall Keeling, previously an account executive at NBC Radio, has been named to the same post at ABC Radio.

WWIN Names Earp Manager

H. Shelton Earp, formerly general manager of WBMD, Baltimore, has assumed the same title at WWIN, Baltimore.

SALES ARE ZOOMING IN SOUTH BEND...
INDIANA'S NEW CAPITAL* CITY

W. W. Wilt, Elkhart and Goshen, Indiana, supermarket operators, recently opened 3 food stores in the South Bend-Mishawaka area. They and all retailers know that food sales . . . all sales continue to climb in South Bend. Now is the time to lead your sales program with a South Bend Tribune schedule.

South Bend continues to attract new capital investment for the construction and operation of retail outlets. New supermarkets, department stores and shopping centers are in operation throughout the city. Others are in the planning stage. New households with high incomes from diversified industry are spending at a record rate. Food sales, for instance, approached $70 million for '59 in South Bend's Metro Area alone! To reach this booming market you need only one newspaper . . . The South Bend Tribune. Free data book gives complete details of the South Bend market and of its saturation by The Tribune.

*Investment Capital That Is

The South Bend Tribune

TEST TOWN U.S.A.
The South Bend, Ind. Market. Seven Counties, over One-Half Million People

Franklin D. Schurz, Editor and Publisher—Story, Brooks & Finley, Inc., National Representatives

REG. U.S. PAT. OFF.
P&A SERVICE

* a P&A solution

When switching originals among publications is inexpedient, and the budget does not permit the purchase of new engravings—then consider PACOTYPES. They are solid copper duplicates of originals, so reasonably priced it will surprise you.

PARTRIDGE & ANDERSON COMPANY

712 Federal Street, Chicago 5—Phone HArrison 7-3732

ELECTROTYPES, NICKELTYPES, MATS, R.O.P. COLOR GLASS MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES.

Where do you get BETTER SERVICE than at P&A?

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Fellow citizens! If you had any doubts that lax ethical practices in high places are affecting the morals of the youth of America —we bring this item to your attention! Out in Phoenix, a driver was waved over at a school-zone crosswalk by a ten-year-old girl safety-patrol guard. After carefully writing down the man's license number, this little gal whispers—"Look, I'll forget all about it for a quarter." The shame of it! Why, before all those easy-money quiz shows, the payola-exposé, and so on—she never, *never*, would have asked for more than a dime.

And speaking of dimes and quarters, if your product is a little slow bringing them in, or if you want to get an idea how many coins a new product will deliver, here's a tip: The Burgoyne organization has been at this business of ferreting out retail sales facts on drug and grocery products for a long time. Information for our Sales Studies is obtained from permanent panels of stores operating in more than 50 of the nation's best test markets. The facts obtained from our panels are accurate because every unit sale is actually calculated from store shelf and reserve stocks, and purchase invoices. Once the field reports are assembled at our home office, rechecked and tabulated on our own I. B. M. equipment, an Index Report is completed giving the client an overall, picture of the sales activity of his product—*and competitive products*—during the test period.

* * * * *

When you're mapping the strategy for your next market test, we'd do handsprings over the chance to discuss how we can help—and how it will pay you to have Burgoyne dig out the sales facts. Give us a call.

Burgoyne
GROCERY & DRUG INDEX, INC
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

NEW — *Drury, Lacy, Ferguson has remodeled the front of its offices in Ann Arbor, Mich., a 50-year-old former residence, with green, rough cut cedar slats and smooth pine timbers painted black. Exterior lighting includes huge plastic illuminated cylinder surrounded by 12 wind bells whose musical sound, the agency says, "is the subject of much comment on Liberty St."*

'Market Conditioning' Is More Than AIA Meeting Motif; It's Contest, Too

NEW YORK, Jan. 19—Theme of the 1960 national conference of the Assn. of Industrial Advertisers, to be held June 5 to 9, in Washington, D. C., will be "Market Conditioning—Preparation for Growth & Profits."

The theme will be presented in a number of variations by speakers at the conference, said H. A. (Hi) Harty, AIA chairman, who is manager of advertising and sales promotion of Wolverine Tube division of Calumet & Hecla, Detroit.

"This is industrial advertising's major mission," Mr. Harty said. "What we want is markets conditioned so we can go in and sell."

He said he had been using the term within his company for several years. Last fall, at a committee meeting in Philadelphia, he suggested the term for the 1960 AIA convention. The suggestion met with less than eager response. Mr. Harty proposed to his fellow committee members that a test be made that night at a regular monthly meeting of Eastern Industrial Advertisers, the Philadelphia chapter of AIA.

■ At the EIA meeting the question was sprung without preliminaries on 150 members attending. They were asked what "market conditioning" meant to them. A small prize was offered for the best definition. Written answers were gathered, and judges were appointed to evaluate the definitions.

Frank L. Morris Jr., advertising manager of Fischer & Porter Co., Hatboro, Pa., instrument manufacturer, came out on top. On the back of a business card he had written: "Market conditioning: Toning the market potential—through the use of advertising, publicity, and other promotional efforts—to accept a product, trademark, or some desired effect."

Since then the association has thrown the door open to all of its 4,000 members to participate in writing definitions. The most comprehensive and concise definition will become the official phrasing that the association will adopt, and the winner will be presented with something suitable as a prize at the national convention. #

Park Can't Forbid Exterior Bus Ads, N. Y. Judge Rules

NEW YORK, Jan. 19—A suit to ban advertising on the outside of buses which use roads in or near city parks was dismissed last week by state supreme court Justice Jacob Markowitz.

The action was brought by the Park Assn. of New York against the City of New York, which last May 14 amended bus franchises to permit advertising. The first ad in 52 years on the outside of a New York bus appeared late last summer when *The Saturday Evening Post* ran posters on the Fifth Ave. Coach Lines (AA, Sept. 14).

Justice Markowitz held that regulations of the park department were not broad enough to bar outside advertising on buses. He said such regulations related only to advertising in the sky above the surface of parks and adjacent streets.

Since buses have been carrying outside advertising, revenue has been slightly more than $100,000, although the project was expected to produce more than $5,000,000 a year. Private bus lines pay the city 5% of revenue, but the Transit Authority does not pay anything.

Dismissal of the Park Assn. suit is expected to stimulate outside bus advertising, city officials believe. #

Bourbon Institute Pens Mash Note to Italy on Law's End

NEW YORK, Jan. 19—The Bourbon Institute has mailed its first love letter.

The letter was featured in an ad Jan. 15 in the *New York Times* and Jan. 18 in the *Wall Street Journal*. It will appear also in *Il Sole, Il Cocktail, Trade with Italy* and the *Rome Daily American*.

The copy, headlined, "To Italy with Love," features a quote from Robert Browning—"Open my heart and you will see/Graved inside of it, Italy." The ad also extols the virtues of Italian opera, chianti, designers Fontana and Simonetta, Italian movie stars and spaghetti and hails the end of restrictions on the import of bourbon whisky recently announced by the Italian government.

The ad was created by the "fine Italian hand" of McCann-Erickson. #

LAFAYETTE, IT'S US AGAIN—*Editorial style ads in the Jan. 25 Atlantic and Latin American editions of Time will emphasize the availability of bourbon in Europe and in Latin America. The copy here is aimed at readers on the Continent.*

Texsun Launches Campaign

Texsun Corp., Weslaco, Tex., will launch its first campaign in nine years with a series of half-page, two-color ads, scheduled for *Look's* southwest regional edition. The promotion will be backed by heavy trade advertising and in-store promotion. Texsun was the nation's leading brand of canned grapefruit juice prior to the Rio Grande Valley freeze in 1951, which destroyed most of Texas' grapefruit promotion. Clay Stephenson Associates, Houston, is the agency.

GF Names Delafield President of International Division

James P. Delafield has been appointed to the new position of president and general manager of the international division of General Foods Corp. Mr. Delafield, who has been general manager of the division since last January, joined GF in 1945 as associate merchandising manager of the Maxwell House division after service with Benton & Bowles, the War Food Administration and Grand Union Co. He will continue as a vp of General Foods.

Noyes Promotes Four

Noyes & Co., Providence, R. I., has made four promotions. Carroll H. Rickard, vp, has been named senior vp and secretary; Albert E. Van Wagner and Richard M. Compton, both account executives, have been appointed vps, and Edward C. Sampers, account supervisor, has been named media director.

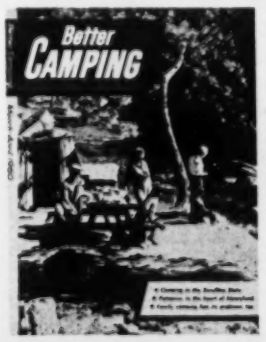
There's BIG NEWS
IN NEWPORT NEWS and HAMPTON, VIRGINIA

WRITE TODAY for FACT BOOK about this NEW, BIG Spectacular Market

Box A, THE DAILY PRESS, Inc.
Newport News, Virginia

Brand New!

A family magazine on Camping and the Open Road



BETTER CAMPING serves the needs of the family camper: tells him how to camp, where to camp, what to do to increase the pleasures of living in the outdoors. Here is a concentrated circulation for the promotion of camping equipment and related outdoor merchandise.

Send for sample copy and rate card, Dept. AA.

KALMBACH PUBLISHING CO., 1027 N. 7th ST., MILWAUKEE 3, WIS.

Publishers of: MODEL RAILROADER ● MODEL TRAINS ● TRAINS Magazines

Curtiss-Wright Names Compton

(Continued from Page 1)

tiss-Wright, said the company will bill more than $1,000,000.

However, Stanley Keyes, board chairman of Adams & Keyes, reported that Curtiss-Wright billed $680,331 in 1959 and will bill less than $100,000 in the first quarter of 1960.

■ In Curtiss-Wright Compton gets a client that has been experiencing some lean years. Once a major supplier of engines for commercial aircraft, Curtiss-Wright has been left on the back burner by the jet age.

The company is still a major supplier of propellers, but as someone pointed out this week, "propellers are going out of style."

Curtiss-Wright's venture into the plastics field, with its Curon products, has not lived up to expectations. Reeves Bros. took over the selling of Curon interlining last year. Curon wall covering has not made much of a dent.

The company recently introduced two new products—the Curtiss-Wright Air-Car and a combustion engine with only two moving parts—but neither has much commercial value now.

In naming Compton, the company cited the agency's "proven success in introducing new products in highly competitive markets."

■ In Curtiss-Wright Compton also gets a tough, hard-driving client in Roy T. Hurley, president and chairman of the company. An agency man once described Mr. Hurley as "a dynamic, aggressive personality with strong ideas that extend to advertising."

Benton & Bowles had to deal with Mr. Hurley when it was handling the Studebaker-Packard account in 1956. Curtiss-Wright signed a management contract with Studebaker; eight months after Mr. Hurley entered the picture, B&B resigned the account, pointing out that it was "greatly disappointed that we were unable to overcome the complete lack of understanding on the part of Curtiss-Wright as to the agency's role in the planning and execution of Studebaker-Packard advertising."

■ It was Curtiss-Wright that turned Burke Dowling Adams into the "Cinderella agency" of 1957. B. D. Adams, an aircraft engineer, left his job at Curtiss-Wright in 1939 to form his own agency in Montclair, N. J. Thomas Dixcy, now senior vp at Adams & Keyes, left with him.

Curtiss-Wright was one of the agency's first clients. In 1946, the account moved to the old Charles Dallas Reach shop, but it returned to BDA in 1952.

By that time, Bob Adams had moved his headquarters to Atlanta to service Delta Airlines, although he still maintained the Montclair office to service Curtiss-Wright and other clients.

After the breakup with Benton & Bowles, Mr. Hurley picked BDA to handle Studebaker's $5,000,000 account. BDA got Jim Cobb from American Airlines to open a New York office, and in one year the agency's billings rate skyrocketed from $8,000,000 to $17,500,000.

■ The air went out of the balloon in the summer of 1958, when Curtiss-Wright terminated its contract with Studebaker and the big auto account moved over to D'Arcy Advertising Co.

The agency's billings contracted sharply, and the merger with St. Georges & Keyes followed. #

EDITORIAL APPEAL—*This ad for Ladies' Home Journal, reflecting an editorial feature, will run in late January in the Chicago Tribune, New York Herald Tribune and New York Times and the Wall Street Journal, and in February in The New Yorker and trade publications. Papert, Koenig, Lois created the ad (see news flash in the adjoining column).*

FTC Shifts Own Rules, Maligns in Press: Bates

(Continued from Page 1)

cause it has now been discredited, and needlessly, in the eyes of the American people" by the FTC.

"Crippling press indictments," Bates believes, "rest on flimsy ground indeed—mere subjective opinion that minor props and artifices have resulted in horrendous deceits."

Bates, which last year billed $120,000,000 from more than 150 products, then asks the FTC if Colgate-Palmolive will appear "on the front pages again in a needless press indictment" if its soap advertising uses gray fabrics which, because of "the limitations of the orthicon tube, reproduce as white."

"Ultimately," the agency declares, "the courts will decide" this question "for this campaign will be fought out in the courts."

■ "Meanwhile," the ad then asks, "so that other great companies may not suffer press indictments as deceivers and misleaders, we ask: What are your rules?

"Free enterprise," the ad concludes, "in the days of our battle with totalitarian economies, is a precious thing to all of us. The reputation of companies like the Colgate-Palmolive Co.—a reputation they began to build and guard when Thomas Jefferson was President of the U. S.—is a large part of free enterprise. Help us preserve it, Mr. Kintner, by telling us: What are your rules?" #

ALLEN R. MEMHARD JR., *former vp in the Chicago office of N. W. Ayer & Son, has joined Leo Burnett Co., Chicago, as marketing supervisor.*

Last Minute News Flashes

Papert & Free Reorganizes; Gets 'LHJ' Assignment

NEW YORK, Jan. 22—Papert & Free, founded last fall by two married couples (AA, Sept. 21, '59), has become Papert, Koenig, Lois, as William Free returns to McCann-Erickson as associate creative director, executive art director and vp of McCann-Marschalk. New principals are Julian Koenig, exec vp and creative director, and George Lois, senior vp and art director. Both are from Doyle Dane Bernbach. The agency also has been appointed by *Ladies' Home Journal* to create a new "editorial" campaign for the magazine (*see picture on this page*). One of Mr. Free's accounts, Cortland Line Co., Cortland, N. Y., sporting goods maker, moves to McCann-Marschalk Feb. 1. His wife, Marcella, has opened her own copy consulting company.

Catalina Names Globus for Men's Division

LOS ANGELES, Jan. 22—Catalina Inc. has named L. J. Globus & Associates to handle its men's division. The agency is headed by L. J. Globus, who was advertising manager of Catalina until Jan. 1, '60. The appointment results from Catalina's plan to expand its men's line, causing a client conflict in its agency, Grey Advertising, which also handles Phillips, Van Heusen. Grey picked up the account last March from Foote, Cone & Belding (AA, March 23, '59). Grey will continue to handle the children's, ladies' and junior divisions.

'Register & Tribune' Names Beard; Rich Joins BofA

DES MOINES, Jan. 22—J. Woodrow Beard has been named national advertising manager of the *Des Moines Register & Tribune*, succeeding Louis M. Rich, who has joined the Bureau of Advertising, American Newspaper Publishers Assn., as vp for automotive sales. Mr. Beard formerly headed national auto and travel advertising for the paper. Mr. Rich replaces Roland R. Postel, whose resignation—effective Feb. 15—follows the departure from the BofA of Howard D. Hadley, vp of research (AA, Jan. 11).

Pratt & Whitney to Reach, McClinton for Corporate

WEST HARTFORD, CONN., Jan. 22—Pratt & Whitney Co., machine tool and factory equipment manufacturer, has appointed Reach, McClinton & Co., New York, to handle its national corporate advertising. The company has not previously used this type of advertising. An extensive campaign in newspapers is planned. Hugh H. Graham & Associates, New Britain, Conn., will continue as the company's agency for business paper advertising.

Volkmar Leaves Cohen, Dowd; Other Late News

• **Harvey Volkmar,** vp of Cohen, Dowd & Aleshire, reportedly will leave that agency to join Doherty, Clifford, Steers & Shenfield, New York, as a vp. Mr. Volkmar was account executive for Carstairs, which recently moved, with Myers' rum, from Cohen, Dowd to DCS&S.

• **NBC and RKO General Inc.** have notified the Federal Communications Commission that they are planning to exchange radio-tv properties in Philadelphia and Boston. Under the arrangement, the NBC Philadelphia stations, WRCV-TV, WRCV (am, fm), would be exchanged for the RKO General Boston stations, WNAC (tv, am, fm). NBC also would sell its Washington stations, WRC (tv, am & fm) to RKO General for $11,500,000. The deal would leave NBC free to buy another station and the network reportedly has been dickering to buy KRON-TV, San Francisco.

• **Selling methods of newspaper reps** is the subject of a new study, expected to be announced next week by Sawyer-Ferguson-Walker Co., sponsor of the survey, which was made by Stu Peabody and Frank Bell, formerly of Geo. Fry Associates and now with Robert Durham Associates. Reportedly the study details the effectiveness of newspaper representative selling methods on agency media buyers.

• **Butter-Nut Foods Co.** (formerly Paxton & Gallagher Co.), Omaha, has purchased Thomas J. Webb Coffee Co., Chicago, a division of Continental Coffee Co. Butter-Nut Foods simultaneously announced the switch of the Thomas J. Webb account, which bills between $200,000 and $250,000, from Lilienfeld & Co., Chicago, to Tatham-Laird, Chicago, which has been one of two Butter-Nut coffee agencies for the past year.

• **John Nussbaum,** who opened Young & Rubicam's Frankfurt office in 1956, is returning to the New York office and will be replaced as manager by Frank Gearon, an American who has been with Y&R's London office for the past five years.

• **"Cleaning up" tv programming** will be the topic at an informal industrywide conference held in Washington by the Senate committee on interstate and foreign commerce Feb. 19. The meeting was called by the committee chairman, Sen. Warren Magnuson (D., Wash.).

• **Jewel Tea Co.,** Melrose Park, Ill., has named Earle Ludgin & Co., Chicago, to handle advertising for its 200-plus midwestern food stores. Ludgin succeeds North Advertising, Chicago, March 1. Principal billings are in broadcast, where Jewel spends between $250,000 and $500,000 annually.

• **John E. Brady,** who left Donahue & Coe in 1958 to become advertising director of American Airlines under Charles A. Rheinstrom, will leave the airline Feb. 1. His position has been abolished and Charles R. Speers, veteran sales executive with the airline, is now vp in charge of advertising. Mr. Rheinstrom rejoined J. Walter Thompson Co. last November after switching American from Lennen & Newell to Young & Rubicam.

• **Gene Taylor,** formerly copy chief, has been appointed vp and creative director of McCann-Marschalk, New York, and Richard Fry, formerly creative director of the Cleveland office of McCann, has been named associate creative director.

• **O'Keefe & Merritt Co.,** Los Angeles, manufacturer of gas ranges and appliances, has named Cunningham & Walsh as its agency, succeeding Hixson & Jorgensen, which dropped the account Jan. 1 because of an account conflict (Waste King Corp.).

• **Jones & Lamson Machine Co.,** Springfield, Vt., will break advertising the week of Jan. 24 in the *Wall Street Journal* for its new one-package lease plan for its own and other companies' machine tools. Ads will also run in *Business Week* and metalworking industry publications. Harry A. Loudon Advertising, Boston, is the agency.

Ban's Statuary Ads Still Being Resculptured

(Continued from Page 1)

newest version was forwarded to NAB today.

■ On Jan. 14 the NAB code review board notified stations, networks and Ogilvy, Benson & Mather, agency for Ban, that it considered the Greek statue commercial a violation of the code.

The action was taken before a revised version of the commercial, using a less unctuous-sounding announcer and a slightly lighter touch, hit the air. But the board's action indicated that even the revised tv ad was deemed unacceptable.

■ In commenting on the action, Donald H. McGannon, president of Westinghouse Broadcasting Co. and head of the tv code review board, told ADVERTISING AGE:

"The action of the television code review board on Jan. 14, 1960, concerning the Ban Grecian statue commercial, was to the effect that it considered this commercial to be in violation of the general provisions of the television code and, in particular, at odds with the report on personal products which our subcommittee recently distributed within the advertising and broadcasting industry.

"This obviously concerns a category of products under the broad heading of personal products. These are products that may be advertised on television providing the treatment is appropriate and acceptable. This is in distinction to intimately personal products, which relate to feminine hygiene and hemorrhoidal remedies, which are not acceptable on television, irrespective of the treatment.

■ "The objective and function of the code review board in this matter is to work with the advertiser and the agency to bring about elimination of the objectionable portions. In furtherance of this, meetings have been held with the agency, which has been extremely cooperative and has been most responsive to the request made by the code review board.

"Action has been undertaken to revise the commercial, and it is fully hoped that compliance with the television code will be achieved in the very near future," Mr. McGannon said.

The advertiser also emphasized the efforts that are going on to make this commercial acceptable to the industry's self-policing group.

■ Edward Gelsthorpe, marketing director of Bristol-Myers' products division, said: "Mr. McGannon has accurately stated the manner in which our advertising agent is working with the NAB code review board concerning the Ban statue commercial, in order to attempt to rectify any areas of disagreement which may exist."

■ All along Madison Ave. the art of tv revision, nurtured by government and industry attention, was flourishing. Among the products that have sharply altered their tv selling approach are Life cigarets. This brand's latest commercials delete references to those studies that are "on file with the government" and to the percentage of tar and nicotine. The FTC issued a complaint in December against advertising techniques being used for Life cigarets (AA, Dec. 14). #

Towne Orban Turner Schonfarber Poggetto Nelson Quarry Bronzman Knowlton Flagler Zimbert Gardner

AGENCY SEMINAR—*Busily engaged in serious discussion of how to run an agency efficiently at the* ADVERTISING AGE *seminar on Successful Advertising Agency Management in New York were Bob Towne, W. L. Towne, New York; Paul J. Orban, Young & Rubicam, New York; Mike Turner and Gordon Schonfarber, both of Gordon Schonfarber & Associates, Providence, R. I.; Eugene A. Poggetto, Stanfield, Johnson & Hill, Montreal; Ronald Nelson, Remington Advertising, Springfield, Mass.; Robert M. Quarry, Robert M. Quarry Advertising, Burlington, Ont.; Lou Bronzman, Shaller-Rubin Co., New York; Daniel Knowlton, Brady Co., Appleton, Wis.; Morse Flagler, Flagler Advertising, Buffalo; Richard Zimbert, Leo Burnett Co.; Herbert Gardner Jr., Gardner Advertising Co., St. Louis.*

4A's TV Guide Defines False, Offensive Ads

(Continued from Page 1)

tures, the new guide gives two examples of tv deception: (1) "Dramatization of a product benefit to the consumer based on certain ingredients in the product when such ingredients are not present in sufficient quantities to produce such benefits . . . [and] (2) dramatization of a claimed benefit so as to exaggerate it, by sound or picture, to an extent that is inconsistent with the truth.

"The test of deception is not in the literal defensibility of what is said, but in the real impression that is given the viewer."

• On the very timely question of studio devices and artifices, this standard of conduct was suggested to avoid indirect misrepresentation:

"So long as such devices are intended merely to show the advertiser's product to its best advantage or to overcome technical difficulties in reproduction, such as the effects of studio lights, they are harmless. When, however, they portray a product, or the result of its use, as it does not appear or perform in real life, or when they are used to make an unfair comparison between competing products, they are dishonest."

• Point 3 of the code disapproves of statements or suggestions that are offensive to public decency. The guide terms this area of taste one of the hardest to define, adding:

"Any commercial that offends the sensibilities of any large number of people should be seriously questioned. Judgments should be stricter than those that are applied to print advertising because of the host-guest relationship between the viewer and the advertiser, and because commercials are often seen by mixed family groups.

"It is against this background, rather than on the basis of individual opinion, that judgments should be made of commercials that may be interpreted as immodest in dress, action or connotation.

"It is in the same context (namely, the circumstances surrounding the reception of television in the home) that one should judge commercials of 'sensitive' products such as laxatives, deodorants, depilatories and cold and headache remedies. Certain symptoms that might properly be described in other media may become offensive when dramatized on a television screen before the whole family. Clinical charts and diagrams may also become offensive.

"No rule can be given for these matters of taste, except to remember continually that the advertiser is a guest in the family living room."

• On the subject of misleading price claims, the guide suggested that tv, as well as other media, should follow the spirit as well as the letter of this provision.

"Representations of price, of competitive price comparisons," it was stated, "should not be judged on the literal defensibility of what is said or shown, but on the truth or falsehood of the impression left upon a reasonable viewer."

• It was suggested that advertisers will be abiding by the recommendation against pseudo-scientific advertising if their claims can be supported by the kind of factual evidence that is generally accepted in practice by the Federal Trade Commission.

• The guide left the impression that extra care must be exercised in tv to live up to the testimonials clause of the code, which disapproves of "testimonials which do not reflect the real choice of a competent witness."

On that point the guide stated: "Statements purporting to come from physicians, dentists or nurses are deceptive unless they are made by accredited members of such professions.

"Commercials that by use of costume, props or settings imply that certain persons are associated with the medical, dental or nursing professions are misleading unless such persons are in fact accredited members of these professions."

■ The interpretation guide went beyond the original code to include a new section on "good manners." Here the Four A's warned against irritating commercials.

"A small fringe of commercials seems to have been designed or scheduled with a deliberate intention of being irritating," the guide said. "These do not build good will for advertising.

"In some instances irritation is caused by strident tones and improper voice levels and by the manner of certain announcers. In other instances commercials which may be relatively inoffensive on their first appearance may become irritating by repetition.

"These situations cannot be governed by rules. But they can be governed by the general principle that, in return for the great rewards of television advertising, sponsors of commercials (and we in agencies who prepare them) have a severe obligation to act with good manners as guests in the viewer's home." #

O. T. Carson, 74, Domestic Engineering Chairman, Is Dead

CHICAGO, Jan. 22—O. T. Carson, 74, chairman of the board of Domestic Engineering Co., Chicago, died today. He had been in ill health following an operation several months ago.

He was one of the leading business publishers of the country, his career constituting a typical American success story. Starting as a journeyman steamfitter, he became a subscription salesman for *Domestic Engineering*, then published by the Kenfield-Leach Co., in 1908.

He moved into advertising, and by 1917 was able to purchase the magazine with two associates. One of them, the late Frank Keeney, left in 1933 to form Keeney Publishing Co., with *Heating, Piping & Air Conditioning*, started by Domestic Engineering Co. in 1929, and *American Artisan*.

Mr. Carson was noted as an innovator and creator of business publications. He established *Domestic Engineering Catalog Directory, Institutions Magazine, Engineers Product File* and *Actual Specifying Engineer*, the latter two in 1958.

Under a plan set up in 1951, Mr. Carson arranged for the purchase of his stock by employes of the company, who now control 71% of the outstanding shares. He also established a profit-sharing retirement plan.

When he became board chairman in 1959, George L. Milne was named president. His son, William M. Carson, is secretary and a director. His widow, Mrs. Leona M. Carson, also survives. #

Wyman Joins Hume, Smith

Allan M. Wyman has joined Hume, Smith, Mickelberry Advertising, Miami, as an account executive and member of the plans board. Mr. Wyman was formerly vp and an account executive of French Advertising, St. Louis.

RICHARD W. SOLON *has been named advertising manager of Mars Inc., Chicago, effective Feb. 1. He has been product advertising manager, Post cereals division, General Foods, Battle Creek, Mich.*

Richard Burbank, 56, Veteran Minneapolis Agency Man, Is Dead

MINNEAPOLIS, Jan. 19—Richard Hart Burbank, 56, formerly vp and publicity director of Knox Reeves Advertising, died Dec. 28 of a heart attack. He retired from the agency last Sept. 1 (AA, Aug. 24, '59).

Mr. Burbank was a graduate of Carleton College and did graduate work at the University of Minnesota. He worked in Minneapolis and St. Paul all his life, starting as an artist with Buckbee Mears Co. He had his own commercial art studio from 1929 to 1931, then became ad manager of U. S. Bedding Co. and Charles Mfg. Co., both under the same management.

He joined McCord Advertising Agency, Minneapolis, in 1939 as an account executive, and in 1942 became advertising and sales manager of the Park Square Mfg. Co.

■ Mr. Burbank joined Knox Reeves in 1947, and was for eight years account supervisor on a number of General Mills products. He originated the insertion cookbook for Bisquick which ran several years ago in *Coronet, Ladies' Home Journal* and *The Saturday Evening Post*.

He was a founder and first president (1938) of the St. Paul Advertising Club.

HARRY ENDERS

BRONXVILLE, N. Y., Jan. 21—Harry H. Enders, 53, exec vp in charge of finance, Young & Rubicam, died in his sleep last night of a heart attack at his home here.

Born in Pittsburgh, Mr. Enders was graduated from Dartmouth College in 1929. He started his business career as a salesman for the Gorham Co., Providence, R. I. Four years later he joined McClelland Barclay Art Products Co., New York, and the following year became general manager of the company.

In 1936 he joined Young & Rubicam as assistant to the treasurer. He was made secretary of the company in 1943 and was appointed a vp in 1955. Three years later he was named exec vp in charge of finance. He also served as a member of the agency's executive committee and plans board and was a director of its international division.

Miller Retires from 'FFR'

Roy Miller, editor of *Food Field Reporter*, New York, has retired after 27 years with Topics Publishing Co. Mr. Miller will vacation in Mexico for three months and be a consultant with Topics on his return. Roy King of *Food Topics* will act as interim editorial director. Mr. Miller also operates an antique shop near his home in Gilbertsville, Pa.

Blast Doesn't Jibe With Prior Kudos, Governor Is Told

(Continued from Page 2)

brought biting editorial comment from the *San Francisco Chronicle* and *Examiner*.

"In the role of Jeremiah," said the *Chronicle*, "the governor looked in anger not only upon the generality of wicked transgressors who buy liquor, tobacco and assorted advertising. He also cried specific woe unto Neil McElroy, the Secretary of Defense who resigned to resume his better-paying job in private industry, and unto Henry Ford II, who put a reputed $250,000 into his daughter's coming out party."

The *Chronicle* said the speech sounded "like a sophomore thesis on the Philosophy of Economics 1-A."

From the *Examiner* came this rebuttal to the governor: "Mr. Brown knows, or should know, that education would be the first to suffer were advertising to disappear from the American scene. For advertising is the stimulus to sales, all of which the state eagerly taxes at 3%; that tax annually produces hundreds of millions of dollars spent wholly upon education."

■ "When goods are sold," Messrs. Ryan and Collier declared in their letter, "the state collects sales taxes. The state and the government, correspondingly, benefit from the vast employment given as well as from the income and other taxes which give you and the government the funds with which to operate."

The letter also added that when Gov. Brown proclaimed "Advertising Week" last February he stated that public demand created by advertising had led to "ever increasing production at lower cost to the consumer."

"Advertising," Messrs. Ryan and Collier declared, "is not a consumer commodity—it helps to sell education as well as tobacco." #

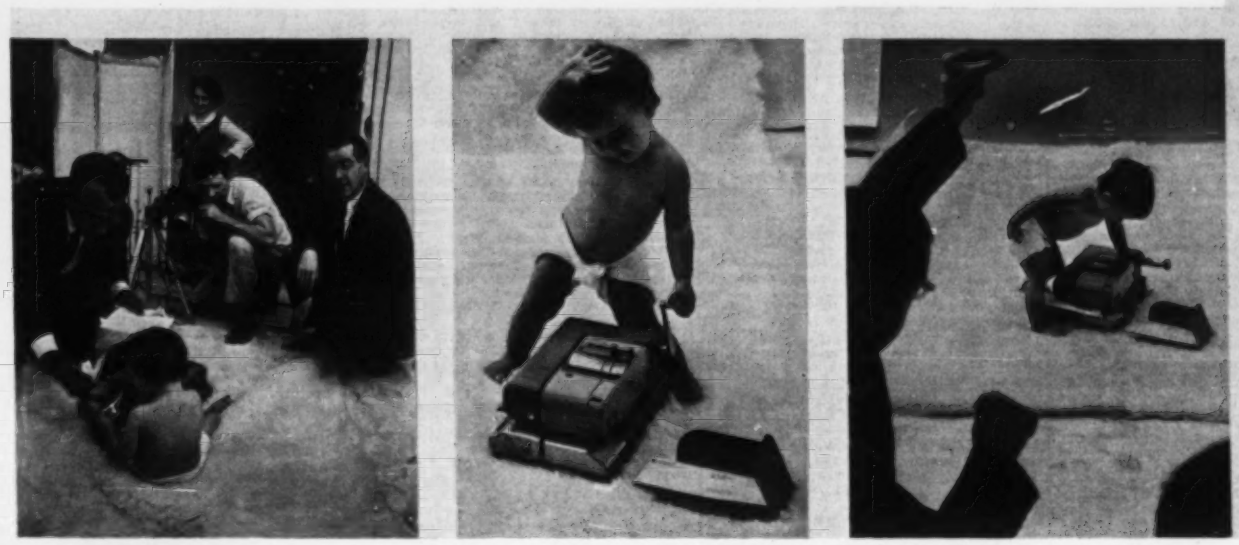
Straw Named Applegate VP

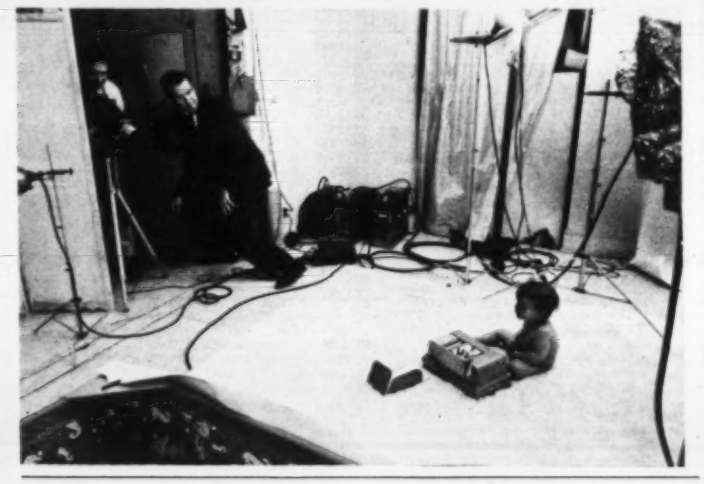
Harry J. Straw, formerly an account executive and senior copywriter at Edward H. Weiss & Co., Chicago, has joined Applegate Advertising, Muncie, Ind., as vp and creative director. Mr. Straw was copy chief of Walker B. Sheriff Inc. prior to joining the Weiss agency three years ago.

'Good House' Boosts Base

Good Housekeeping has increased its circulation base upward from 4,300,000 to 4,500,000, effective retroactively to its February, 1960, issue, which the magazine said has been closed. The magazine said ad rates, at $16,700 per b&w page, will remain unchanged.

Pitney-Bowes Likes Baby's Pose





BABY BOWS—*Siobhan O'Sullivan, 13 months old, shares honors with Pitney-Bowes' new desk model mailing meter. She will appear in magazine ads in the next two months, starting with the Feb. 6 Saturday Evening Post, as she looks in the ad above. But the photo-taking involved everything from a diaper change (performed by mama) to watch-the-birdie (performed by the P-B ad manager, Kirk Jewett). Starting from the left of the ad, Jewett snaps his fingers in an effort to interest Siobhan, and make her look up into photographer Robert Ritta's camera. In the center photo, Siobhan has begun to enjoy playing with the machine. In the third photo, Woodrow Johnson, assistant pr director for Pitney-Bowes, and Mr. Jewett try to get baby and machine organized, while Mrs. O'Sullivan, Mr. Ritta and his assistant, Bruce Thalberg, look on. In the final photo, Mr. Jewett ducks out of camera range as the baby strikes a good pose, and Mr. Ritta prepares to shoot. L. B. McGivena & Co. is the agency.*

U.S. to Consolidate All Handling of Retail Sales Data at Census Bureau

WASHINGTON, Jan. 20—Advocates of high quality and better-balanced government statistics had a lot to cheer about, as President Eisenhower asked Congress today for fund increases to achieve big improvements in a multitude of major programs.

Among the most important of the proposals was a complete renovation of the government figures on retail and service trade activity, with the elimination of the Federal Reserve Board's weekly department stores series and the creation of a new weekly retail and service trade report by the Bureau of the Census.

Also in the budget are funds to assure fast reporting of the new census of population and housing, which is to be taken in April. Under the speedup method of enumeration and tabulation which is to be used in the census, the President predicted, totals for many communities will be released locally by the end of May, and detailed information will be published here on a schedule which will run 12 to 18 months ahead of the timetable for release of the results of the 1950 census.

■ Forthcoming reorganization of government reports on retail and service trade activity makes the Bureau of the Census the central source of information.

Under the plan, the Census Bureau's appropriation for continuing reports in retailing, wholesaling and service trades will be increased by $460,000 to a total of $1,798,717. At the same time, the Federal Reserve Board is to discontinue its special weekly report on department store sales and to subsidize additional reporting by the Census Bureau.

When carried out, the plan will represent the culmination of a complete modernization of government statistical reporting for sales fluctuations at the retail level.

For many years, officials have recognized that the highly respected Federal Reserve weekly reports were "technologically outmoded" as a sales barometer because of changes in retail sales patterns. As a first step toward providing new yardsticks, the Census Bureau developed an advance report on retail sales, providing national sales figures for 11 major lines of trade within 10 days after the end of the month.

■ Since one agency covered only department stores, and the other was covering everything except department stores, statistical experts agreed the reports ought to be consolidated in order to get a complete, and well balanced result.

One result of the merger will be a weekly report from Census which will provide national figures for department stores and for major lines of trade for department store-type items. There also will be monthly figures on a regional basis for all kinds of retailing; monthly department store inventory and consumer credit information; monthly sales and stocks for broad department store-type merchandise lines and a new monthly series on service trade receipts.

Some of the details of the new weekly report are still being ironed out. Federal Reserve Board wants special information on a local basis, or by particular merchandise lines. If agreement is reached on an additional "subsidy," the new weekly report may be expanded beyond present "minimum" plans.

■ The President put in a good "plug" for statistical programs, sandwiching into the text of the main budget message the observation that "adequate and timely national statistical information is essential for recording and appraising the performance of the nation's economy and for formulating public and private policies."

He noted that the new budget helps to close significant gaps in our statistical information and to improve the quality of current data. Typical of the changes, involving relatively small sums of money, was the request for an additional $100,000 to improve the basic reports on national income and production published by the Department of Commerce. This yardstick series, used to follow the expansion of the entire economy, has been going through a continuing process of refinement and improvement in recent years, with $590,670 in appropriations proposed for 1961, compared with $356,221 available in 1959 and $493,875 this year.

■ A special $1,250,000 fund was requested for work on a nationwide buying survey which will be used for revision of the consumer price index of the Bureau of Labor Statistics. Other increases were requested for improved statistical work by the Internal Revenue Service, the office of vital statistics of the U. S. public health service and the Commerce Department's business and defense services administration.

An additional $18,000,000 is requested to assure fast publication of the 1960 census of population and housing, to be taken in April, and $1,250,000 is approved for the final reports of the 1958 censuses of business and manufactures, now being published.

Census officials reported this week that their plans for fast enumeration and publication of the new censuses of population and housing should result in the release of considerable information before the end of this year. #

Gray & Rogers Gains One

Symington Wayne Corp. and its Wayne Pump Co. division, both in Salisbury, Md., have named Gray & Rogers, Philadelphia, to handle their advertising and pr. A. E. Aldridge Associates, Jenkintown, Pa., formerly handled the Wayne Pump account. Symington Wayne makes a wide line of service station equipment. The Wayne Pump division makes service station gasoline pumps.

Pensyl Named by Art Group

William E. Pensyl, vp and creative services director at Ketchum, MacLeod & Grove, Pittsburgh, has been named chairman of the committee to select the 1960 "art director of the year" for the National Society of Art Directors.

Chain STORE Sales

December

	December 1959	December 1958	% Gain or Loss	12 Months 1959	12 Months 1958	% Gain or Loss
FOOD CHAINS						
[d]Grand Union	$ 49,307,447	$ 42,791,875	+15.2	$ 504,188,091	$ 404,116,315	+24.8
Kroger Co.	186,315,925	151,439,621	+23.0	1,911,896,801	1,776,175,147	+ 7.6
Safeway	229,394,885	181,507,674	+26.4	2,383,950,547	2,225,352,461	+ 7.1
Group Total	465,018,257	375,739,170	+23.8	5,260,624,155	4,849,456,947	+ 8.5
MAIL ORDER						
[d]Sears, Roebuck	531,416,329	500,789,196	+ 6.1	4,000,469,697	3,666,424,989	+ 9.1
[d]Montgomery Ward	149,439,377	145,509,005	+ 2.7	1,151,235,260	1,041,458,136	+10.5
Spiegel	28,192,607	21,784,925	+29.4	189,043,579	135,546,298	+39.5
Group Total	709,048,313	668,083,126	+ 6.1	5,340,748,536	4,843,429,423	+10.3
DRUG CHAINS						
Peoples	10,458,400	9,108,292	+14.8	85,799,137	74,894,794	+14.6
Walgreen	37,594,864	33,246,570	+13.1	293,232,842	266,100,332	+10.2
Group Total	48,053,264	42,354,862	+13.5	379,031,979	340,995,126	+11.2
VARIETY AND MISCELLANEOUS						
Beck Shoe	7,174,990	6,446,192	+11.3	59,071,642	56,444,893	+ 4.7
[c]Bond Stores	14,092,674	13,792,680	+ 2.2	42,451,428	42,242,535	+ 0.5
Butler Bros.	22,085,701	18,527,692	+19.2	196,655,783	168,225,648	+16.9
Edison Bros.	15,512,087	13,582,272	+14.2	124,095,715	109,119,591	+13.7
[b]Franklin Stores	6,401,716	6,143,759	+ 4.2	25,700,146	24,046,240	+ 6.9
Grant, W. T.	87,854,638	81,481,374	+ 7.9	478,225,497	429,667,962	+11.3
[d]Hartfield Stores	4,186,031	3,674,396	+13.9	23,007,331	20,352,897	+13.0
[d]Interstate Dept. Stores	15,089,723	10,857,276	+39.0	84,429,926	61,979,473	+36.2
Kresge, S. S.	68,960,188	66,819,939	+ 3.2	401,675,805	381,346,747	+ 5.3
Mangel Stores	10,997,024	8,897,270	+23.6	51,671,941	40,597,587	+27.3
McCrory-McLellan Stores	30,615,121	31,306,953	— 2.2	175,052,787	170,322,694	+ 2.8
Melville Shoe Corp.	23,792,216	20,305,383	+17.1	145,256,835	129,066,759	+12.5
[c]Miller-Wohl Co.	6,914,422	6,450,705	+ 7.2	21,218,386	19,974,481	+ 6.2
Murphy, G. C.	43,464,696	38,807,947	+12.0	238,839,444	208,922,270	+14.3
Neisner Bros.	12,780,835	12,237,555	+ 4.4	69,727,894	67,086,003	+ 3.9
[d]Penney, J. C.	231,334,628	215,340,324	+ 7.4	1,345,168,593	1,245,410,868	+ 8.0
†Shoe Corp. of America	10,720,086	10,207,941	+ 5.0	92,072,442	83,855,497	+ 9.8
[c]Sterchi Bros.	2,451,310	2,388,290	+ 2.6	16,233,724	14,831,542	+ 9.5
Western Auto	23,027,000	22,266,000	+ 3.4	265,418,000	223,363,000	+18.8
White Stores	6,436,733	5,552,079	+15.9	52,953,435	45,613,681	+16.1
Group Total	643,931,819	595,086,027	+ 8.2	3,908,926,754	3,542,470,368	+10.3
Combined Total	$1,866,051,653	$1,681,263,185	+11.0	$14,889,391,424	$13,576,351,864	+9.7

[c]5 Months. [b]6 Months. [c]10 Months. [d]11 Months. †These figures do not include any sales of A. S. Beck Shoe Corp.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 **47,344**

HELP WANTED

WE NEED A MAN
with creative selling ability
with limited funds to invest
who is willing to work in Chicago with two enthusiastic young men as partner. Write
Box 3296, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST
Layout and finished-figure artist needed. Must be experienced. Salary open. Contact and/or send resume to **W. B. Houck Houck and Company, Inc., Advertising, Roanoke, Virginia.**

Opportunity for man—25-30—to train as assistant sales manager of national organization in industrial field. Should now be assistant advertising manager or merchandising manager. Drug, pharmaceutical, or surgical dressing field would be considered good background. Should have experience in copy writing, market research. Willing to travel preferred but not essential—Midwest location—salary open—our employees know of this opening.
Box 3317, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LIKEN EMPLOYMENT SERVICE
Specialized & confidential Placement
of
Advertising, PR & Marketing Personnel
Trainee to Executive Level
EXpress 1-1866 Keenan Bldg Pgh. 22, Pa.

SHOE ADVERTISING AND LAYOUT
Agency background, experienced in shoe account handling, with good understanding of shoe business to furnish informative, interesting releases to dealers regularly. Must be able to cover completely assigned shoe subject, as well as handle copy and complete layout work for advertising folders, circulars, etc. Creative planning ability essential. Position permanent with fine opportunity for advancement if able to grow with the job. Beautiful Wisconsin lake region location half way between Milwaukee and Madison—with 22 lakes within 20 miles.
Box 3318, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MULTIPLE BUSINESS PAPER PUBLISHER
offers desirable spot with excellent growth potentials to experienced trade paper salesman. Publications are leaders in paper and packaging fields, established 33 to 50 years. Sales area is Chicago and midwest, operating out of home office. Attractive earnings. Insurance, retirement, other benefits. Close management and promotion cooperation. Write only, in confidence, to **W. G. Holdsworth, VP-Sales, 200 South Prospect Ave., Park Ridge, Illinois.**

SENIOR COPYWRITER WANTED
Must add at least one seasoned copywriter to our staff immediately. Will write for all media—but heaviest in print—on national and regional consumer, industrial and service accounts. Prefer family man in 27-32 age bracket who wants youngsters to live near major University and who likes to work just 10 minutes from home. However, woman applicants will be considered.
Stating salary up to $7200; profit sharing; good chances for promotion in agency with 14-year growth record. Send letter and resume to:
Creative Director
Grubb & Petersen Advertising, Inc.
111 North Market Street
Champaign, Illinois

ADVERTISING OPPORTUNITY!
Assistant Merchandising Manager needed by publisher of 2 national consumer magazines. Young man we want is a creative writer with mind for detail to handle a multiplicity of assignments, self-starting, between 25 and 30 with a background in advertising and direct mail and a Chicago area resident. Duties include copy, contact work, production, scheduling. Excellent fringe benefits. Send details, salary requirements and resume.
Box 3319, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
49 E. Ohio St., Chicago, SU 7-2255

RETAIL ADVERTISING
Once in a lifetime opportunity. The Miami Herald seeks a highly qualified man for the new position of Sales Manager in our Retail Advertising Department. The man we seek may now be an Advertising Manager, or he may be a bright second man who needs the opportunity to show his sales ability. He certainly is alert, energetic, and resourceful; he has the demonstrated ability to direct and inspire salesmen. Write in complete confidence to **H. H. Horton, Personnel Manager, The Miami Herald, Miami, Fla.**

COPYWRITERS
WE NEED TWO EXPERIENCED COPYWRITERS (MALE OR FEMALE) FOR FIELD OF ADVERTISING ART OR PROMOTION. RETAIL EXPERIENCE PREFERRED. SALARY IS IN RELATION TO EXPERIENCE. SEND RESUME STATING AGE, EDUCATIONAL BACKGROUND, PREVIOUS EXPERIENCE, ETC.
Box 3320, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

ASSOCIATE EDITOR
National marketing magazine seeks associate editor. 3-5 yrs. news or business paper editorial experience. Primary requisite: ability to write swiftly, interestingly and accurately. Salary depends on experience. Location: Chicago. Submit complete resume 1st letter.
Box 3321, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CHICAGO FM RADIO OPERATION
needs two men to handle sales on a healthy, straight commission basis.
Box 3322, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

SALES PROMOTION—FREE-LANCE
Copy, concepts, campaigns . . . ads, mailers, catalogs, newsletters, presentations, name it . . . fast, fresh, finished, fruitful . . . firm estimates . . . Free Fact File: **MU 8-1455, the copy shop,** 270 Madison Ave., NYC 16.

TEN CREATIVE FINGERS—Eyes, ears, other senses to match. Senses developed by 11 yrs. radio stations, film studios, agencies. Writer-producer live, tape, film commercials. Earn dividends daily.
Box 3325, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV. PROD./PURCHASING . . . 12 yrs exp. with major corps., printer, typog. B.S., M.B.A. married, vet. Heavy administrative and supplier contact background. Approx. $10 M.
Box 3326, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADV. MGR.—PITTSBURGH
Anxious to stay in Pittsburgh as your ad manager. 6 yrs. in 4A agency; now in 6th yr. as sales promotion and adv mgr., medium industrial firm. B.A., English, Journalism; married, 3 children, age 34. I'm asking for work—and can handle it. Available at 12-14m—and worth it!
Box 3327, ADVERTISING AGE
630 Third Avd., New York 17, New York

EXPERIENCED CREATIVE WRITER
PUBLIC RELATIONS, PUBLICITY, TV Advertising Idea man. 12 years exp. in Institutional Public Relations. Now in Adv. Agency. Want Institutional PR and advertising. 40. Need $12,000 to $15,000.
Box 27 M 602, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

YOUNG ASS'T ADV'T. MANAGER of East Coast industrial corp. formerly with small agencies as art direct. and account exec. 8 years sound and varied adv't. and sales promotion experience. Ready for step up.
Box 3328, ADVERTISING AGE
630 Third Ave., New York 17, New York

TYPOGRAPHICAL DESIGNER, ARTIST employed, desires work eves., weekends. Fast, crisp comprehensives a specialty. Fin. art. Ann. reports, brochures, magazines, etc. Over 30 yrs. exp. in graphic arts. Out of town accounts no problem.
Box 3329, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

SALES PRESENTATIONS
Merchandising, Marketing, Straight Shooter, Solid Business Background. Personable individual. Desires Sales Mktg. Pubreo Pos.
Box 3330, ADVERTISING AGE
630 Third Ave., New York 17, New York

QUALIFIED CAPABLE PRODUCTION MANAGER
with excellent record and experience is interested in associating with an aggressive agency billing $3,000,000.00 or better.
Box 3331, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA—4 yrs. radio college, done research & buying for nat'l clients. With reg. station. Have family, want home in agency.
Box 3332, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA AND RESEARCH DIRECTOR
15 years experience includes responsibility for media research, media recommendations, budgets, analyses, presentations to present and proposed clients. Familiar with all media. Research experience includes analyses of markets and sales, setting sales quotas, making surveys and interpreting the results.
Box 3333, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ONE MAN GANG WANTS TO RELOCATE TO THE WEST COAST
A real worker, age 27 with 6 years agency experience on top National & Regional accounts. Presently Prod. Control Dir. ford 4-A agency in the East. Good all around background in Prod., Art, Media, Purchasing and Client Liaison. Prefer L.A. or San Francisco area.
Box 3334, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE INDUSTRIAL ACCOUNT EXECUTIVE
. . . former writer, ad manager, offers broad experience, top accounts, many fields, to New York or New England agency or manufacturer. Salary range $17,000 to $20,000; or part-time. Address
Box 3305, ADVERTISING AGE
630 Third Ave., New York 17, New York

EDITOR, Gen. mgr. Take full charge Top record production, promotion, economics of business papers. Age 31. NYC only. Top ref. $10M required.
Box 3335, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING ADMINISTRATOR
Top Oil Company Background. Exp sls pro all media, mdsg, knows budgeting, PR, planning, copy. Married, 35, $12,000. Only interested in opportunity. Anywhere.
Box 3336, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP NEWSPAPER ARTIST
Layout, Art, Copy, all depts. Relocate
Box 3339, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CHALLENGING POSITION SOUGHT
Ambitious, hard working young man, Age 29; blocked current position, seeks outlet for creative ability and intelligence in domestic or foreign Marketing field. Considerable residence abroad. French, German spoken. Degree Advertising, Marketing.
Box 3338, ADVERTISING AGE
630 Third Ave., New York 17, New York

AE—shelter, banking, food products exp. 36, creative background, 10 to 15 range
Box 3339, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR creative creative creative creative creative creative creative creative cre
Box 3340, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

INDUSTRIAL MARKETING IDEA MAN
. . . proven record as account executive ad manager copywriter . . . industrial and chemical products . . . long on planning, creating & selling . . . all facets of industrial marketing . . . salary: $12,000.
Box 3341, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED
Midwest publisher of several top rated publications seeks representatives for one of them in the following territories: Chicago, Detroit, Cleveland, Minneapolis, St. Paul, Florida and several of the other Southern states. Knowledge of newspaper representation helpful. No objections to reps with noncompetitive publications.
Box 3345, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Want **REPS** who call on Sales Promotion Managers of National Advertisers and Chain Stores to carry well-established and best line of **DISPLAY TURNTABLES** at lowest prices. Advertised in Display World, Advertising Requirements, Spot, etc., and mailing list of 5,000.
ELECTRO-MOTION CORP.
BUCHANAN, N.Y. PEekskill 9-1466

REPRESENTATIVES AVAILABLE
NEW YORK or CHICAGO AGENCIES SEEKING
West Coast Representation or branch operations: I will be in the East during February. Let's talk about new business or present client service.
Box 27 R 509, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

PUBLISHERS! ARE YOU LOOKING 6 TO 12 MOS. AHEAD?
Experienced salesman plans to go it on his own. Has broad background, is young & aggressive. Will cover Midwestern area. Would appreciate hearing from you.
Box 3342, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PROVEN PRODUCER
Space Representative seeks additional magazine—consumer or trade—for N.Y.C.
Box 3343, ADVERTISING AGE
630 Third Avenue, New York

BUSINESS OPPORTUNITIES

PARTNER
Well known diversified POP display firm, seeks experienced creative salesman or broker, with top flight contacts. Opportunity to share interest with sole owner.
Box 3233, ADVERTISING AGE
630 Third Ave., New York 17, New York

FOR SALE: SPECIALTY NEWSPAPER, covering entertainment field. Only one of its kind in area. Covers 3 So. Cal. Counties. **View Publishing Co. 218 So. Riverside Ave., Rialto, Calif.**

Copy Preparation Shop—established 20 yrs. Rated A1—Top Accounts—Highly Skilled Personnel—$100,000 plus annually—exceptional opportunity—Chicago Loop. Illness forces sale.
The Typecrafters—22 W. Madison St. Chicago 2, Illinois—CEntral 6-8053

ADVERTISING MANAGER Partial interest in profitable monthly publication for sale to man who can direct sales force.
Box 3344, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED—ADVERTISING AGENCY
Top notch layout man, prod.-assembly man and any additional personnel required for your needs. Want to rent space adjoining adv. agcy. with business arrangement possibilities.
Box 3324, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WE DO NOT EXPECT MANY REPLIES TO THIS ADVERTISEMENT... *BECAUSE*

Not many men can meet the specifications. Broadly we are looking for a man with strong advertising background who *could* be president of a large company in the not too distant future.

First and foremost, he should possess an unshakable belief in the power of an advertisement per se, not just advertising in general. He should have learned from experience that a big idea can compete successfully with a big dollar and why.

He need not be a copywriter but he has demonstrated that he can stimulate and recognize basic copy ideas that sell and not confuse sound selling with superb technical advertising presentations. He is the sort of a man that the agencies like to work with and for.

Secondly, he has had substantial experience in the marketing of consumer package goods specialties in the food and drug field. He has been with a manufacturer long enough to learn the role of advertising in business, the establishment and control of budgets, and the necessity of making a profit.

Third, he is a planner, one who develops sound principles, and doesn't deviate from them because of an unusual layout or a catchy jingle.

Fourth, he is a man who works well with his equals, superiors and juniors.

Fifth, naturally he is a man with the desired personal traits of integrity, personal honesty, loyalty and a capacity and liking for work.

Finally, we believe that the man who can qualify in aptitude and experience is not much younger than 38 nor older than 45. The compensation depends on the man but would be in the $35,000 to $40,000 range. And our Company ranks well up in the United States whether judged by volume of sales, size of advertising expenditures, or its reputation.

To recap, we are looking for an advertising man who could, and possibly will, be president of a company not too long hence.

If you think you are he, please write fully and confidentially to:

Box 901, ADVERTISING AGE
630 THIRD AVENUE, NEW YORK 17, NEW YORK

SALES PROMOTION MANAGER

Our client, a leading pet food manufacturer and distributor, seeks a top flight man to direct sales promotion and merchandising activities. He must be an idea man with a highly creative flair for merchandising to the grocery trade. He must have a **proven** experience record and know the grocery retail business. Midwest location. Salary open. In confidence send detailed resume to:

ASSOCIATED MANAGEMENT CONSULTANTS
105 W. Adams St., Chicago, Illinois

Trade paper publisher desires bids on five year printing contract. Approximately 325,000 printing volume available monthlies—one annual. Satisfactory bids acceptable—$30,000.00 cash required to secure business payable within contract term.
Box 895, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVE AVAILABLE
After many years as partner of a well known newspaper representative organization I am starting my own company operating in the Detroit area and offer my full most effective services. Fee basis preferred.
Arthur A. Muprhy, 413 Stephenson Bldg. Detroit, Michigan

Public Relations Director . . .
. . . for medium-sized Michigan Avenue advertising agency. Background in home building, community planning or home furnishings essential. Must be capable of follow through in all phases from writing, contact work and planning. Salary open. Our employees know of this ad.
Phone Financial 6-7890 for appointment

ASSISTANT TO ADVERTISING DIRECTOR

To join growing multi-division manufacturing company with headquarters in Chicago (Responsible for all phases advertising in those divisions of the company without ad staff). Six to ten years experience desirable, with emphasis industrial advertising. Starting salary $7,500.

Box 882, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

ATTENTION ADVERTISING AGENCIES

If you place international advertising, or otherwise need the services of a translator, I can provide fluent French and Spanish translations for you. Equal facility in both languages.

Please contact:

Madame de La Barthe
6165 North Winthrop, Apt. 513 Chicago SH 3-8900

Wanted . . . FREE LANCE

- **Layout and Key Line Artist**
- **Industrial Copy Writer**
- **Publicist (writer-contact)**

Phone RO 1-8110

JOHN MECK & STAFF
2701 Howard St. • Chicago

COPYWRITER

Leading Airline desires copy man to handle variety of promotional advertising assignments. Transportation experience not essential. Will work as member of creative team. Excellent benefits, secure future, challenging opportunity. Age 23-35. College graduate.

Box 904, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

INDUSTRIAL ADVERTISING AND SALES PROMOTION

Caterpillar Tractor Co., the world's leader in the manufacture of heavy earthmoving equipment, has immediat · openings for experienced personnel to fill a variety of advertising and sales promotion positions.

WRITER-PRODUCERS

Challenging opportunity in creative writing: Write and produce sound filmstrips, sales and training material. One or two years' experience required as writer for newspaper, ad agency, or industry. Photographic knowledge, radio or TV writing background desirable.

ASSISTANT TO MARKET SUPERVISOR

Provide broad assistance to all advertising and sales promotion functions for a specific market. Includes national and cooperative advertising and direct mail. College graduate with one-two years advertising—writing experience required.

Send Resumes To: J. C. Myers
Technical and Professional Employment
Caterpillar Tractor Co.
Peoria, Illinois

PHOTOGRAPHER

Young man (34) seeking West Coast job for creative commercial and industrial photography. 12 years' experience in photography. Presently employed in large manufacturer's ad department. Have knowledge of advertising copy, layout, and production. Also have private pilot license. Thoroughly experienced in both B&W and Color work. Available for West Coast interviews in February. For complete resume write:
William Schnelle, 4622 N. Edgewood Ave., Cincinnati 32, Ohio.

IMMEDIATE AVAILABILITIES!

MERCHANDISING DIRECTOR . . to $25,000
Top-drawer B/G in all facets with product emphasis on food & grocery items. 4-A Midwest agency.

MARKETING DIRECTOR . . . . . to $25,000
Versatile B/G in consumer hardlines. Eastern manufacturer.

ADVERTISING-SALES PROMOTION ASS'T $10,000
Good copy & production B/G in consumer hardlines. Eastern location.

COPYWRITER $10,000
All-around B/G with product emphasis on food & beverages. West Coast agency.

COPYWRITER $10,000
Good creative history in print media. Automotive B/G necessary.

T/V-RADIO COPYWRITER $11,000
Versatile live & filmed T/V spot B/G plus radio. Midwest 4-A agency.

LAYOUT ARTIST $10,000
Must do roughs & comps in space media & collaterals. Midwest agency.

MARKET RESEARCH DIRECTOR . . $12,500
Versatile B/G in consumer hardlines. Midwest company.

If qualified, contact me in absolute confidence.

GEORGE E. PYLKAS
Manager—Advertising Division
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg. Chicago FI 6-9400

NEW, MONEY-MAKING OPPORTUNITY IN TRADE MAGAZINE PUBLISHING

Enthusiastic reader and advertiser response to first issues has proved the need for this new magazine in a virgin area of a big growth market. Owner seeks merger or partner for rapid development of editorial, advertising and circulation opportunities. Write for the facts.

Box 899, ADVERTISING AGE
200 E. Illinois, Chicago 11, Illinois

UNUSUAL OPPORTUNITY

Amply financed midwest agency wishes to establish N.Y. and L.A. branches. Exceptionally interesting position available to one-man agency or account executive who can bring with him minimum half-million annual billings. Interested parties need not name clients, but should write describing type and size accounts controlled, along with personal resume.

BOX 27 R 511, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

WE ARE LOOKING FOR TWO OF CHICAGO'S BEST COPYWRITERS

These are no spots for novices. We need two writers, thoroughly experienced in agency writing on national accounts. One will work on a variety of consumer goods accounts and must be equally competent in print and TV. The other will be assigned to a group of large industrial accounts. This well-known Chicago agency has an attractive offer to the right people. Please send detailed resume and some of your choicest samples with first letter.

BOX 906, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AVAILABLE! AE WHO THINKS and SELLS

Strong creative and marketing background in food, automotive, beer, soft drinks and farm. If you are a Chicago, Detroit or NY agency, let's talk this week. Write:
Box 903, Advertising Age
200 E. Illinois, Chicago 11, Illinois

CAN YOU USE A SUPERIOR SPACE SALESMAN?

I HAVE RECENTLY SOLD MY TWO PENSACOLA PUBLICATIONS. AM NOW ANXIOUS TO SELL SPACE FOR NATIONALLY DISTRIBUTED CONSUMER OR TRADE PUBLICATION. EXCELLENT PUBLICATION CONNECTION MORE IMPORTANT THAN SALARY ALONE. YOUNG, 34, THOROUGHLY EXPERIENCED IN PRODUCTION, EDITING, AND ESPECIALLY SELLING. WILL RELOCATE. WILL BE AT:

SHERRY-NETHERLANDS HOTEL, NEW YORK CITY, FROM JANUARY 25-30. ASK FOR ROBERT A RYAN.

ADVERTISING ASSISTANT

with 4 to 5 years experience in production department of Advertising Agency or Advertising Department of Manufacturer. Must be capable to follow through on all types of graphic arts material in programs of large company. Excellent working conditions, modern facilities in northern suburb of Chicago. Age 24-28. Send complete resume, including present earning, salary requirements and recent photo to Box 905, Advertising Age, 200 E. Illinois, Chicago 11, Illinois.

PROMOTIONAL WRITER BUILDING MATERIALS

Excellent opportunity for an experienced promotional copy writer with strong building materials background. Newly created position on rapidly expanding promotional staff of prominent national trade association, must be capable of producing imaginative, effective, merchandising copy for a wide variety of promotional materials keyed to all segments of the Home Building Market, and part of a newly developed, aggressive national promotional program.

Writing responsibilities will run the entire promotional gamut; will include complete sales kits, brochures on materials uses, point-of-sale aids, etc.

Under 35. College degree. All replies handled in strict confidence. Send complete resume only. Hold samples for interview. Write:

Box 900, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RETIRING? RETIRED?

If you're a copywriter near retirement age who doesn't want to put his talent and experience on the shelf just yet—this rare opportunity may interest you.

Honeywell, with executive offices at Minneapolis, needs a copy chief emeritus to counsel young, talented copywriters in a large, varied and capable Sales Promotion Department in Minneapolis.

Here's your chance to pass along to young aspirants some of the wisdom you've accumulated—and to be paid for it.

If you have over 20 years' experience as a writer with an agency or client, and believe several of your most rewarding years are ahead of you in a creative advisory position, either full time or part time, then you'll want to send a letter telling us about yourself and outlining your minimum salary requirements to:

H. D. BISSELL, Vice President, Merchandising
MINNEAPOLIS-HONEYWELL REGULATOR COMPANY
Minneapolis 8, Minnesota

YOU NEED THIS CREATIVE ADVERTISING MANAGER

Now employed with large manufacturer. Budgets, campaigns, layout, production, media, collateral. Work well with sales top management & agency. Fine adv. background. Prefer building products co. and Midwest location. Small city ok. Family, M.A. degree, age: perfect.
Box 898, ADVERTISING AGE
4041 Marlton Avenue, Los Angeles 8, Calif.

MR. AD EXECUTIVE

Looking for an account executive, ad manager, copy writer, media director or space salesman? Contact:

FRED JOHNSON

formerly with Crowell Collier, now Advertising Employment Consultant
DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake St., Chicago RA 6-6167

FOR SALE • • • UNOPPOSED • • • PUBLICATION

An Annual. Pocket size. Covers finest, most popular midwest resort and vacation state. 360 pages. Last issue loaded with paid color advertising. Now covers only ⅓ of the market—growth potential very high.

A natural for a single or double ownership. Present owner top-heavy with other interests. First time offered. Full price $40,000. Telephone **John Yeager, GRaceland 7-3200, Chicago, Illinois.**

Better Jobs and Lower Fees

V.P. MARKETING consumer	25-35M+
AD. DIR. food—agency & co.	20M
MARKET DIR. food packaging	to 25M
A. E. know grocery field	10-15M
AD. MGR. consumer hard goods	8-9M
AD. MGR. (3) dept. stores	9-15M
MEDIA MGR. heavy T. V. exp.	10-12M
AD ASST. food exp.—yg.	6-7.5M
MEDIA RESEARCH DIRECTORS (2) Ph.D.	Open
A. E. hvy. copy b/g	10-12M
COPY SUPERVISOR hard lines	7-8M
COPY WRITERS female—T.V.	9-15M
P.R. MGR. industrial agency	7-8M

Send 2 complete resumes to us for confidential handling

WALKER
83 So. 7th St. Minneapolis 2, Minn.

Our 49th Year

LAST CALL: Account supervisor, agency. Traffic appliances. Record must prove he's a sharp marketing man. to $30M

TV-RADIO WRITER, man. Some print exper. helpful. Food exper. $16-$17M

WOMAN COPY SUPERVISOR, TV & print. Mature, experienced, with deft, imaginative pencil. Some high-fashion cosmetic exper. Generous extra benefits. $16M

GLADER CORPORATION
110 S. Dearborn CE 6-5353 Chicago

WELL KNOWN AND LIKED—BECAUSE APR MEN TALK SENSE! LET THEM MAKE FRIENDS FOR YOUR PUBLICATION, TOO!

Association of Publisher's Representatives
70 East 45th St. New York 17, N. Y.

APR

FLORIDA OUTDOOR ADVERTISING

A bright and sunny future for a well qualified man in our Sales organization. Old, established firm on Florida's West Coast seeks experienced, successful man with proven ability to fill position with unlimited opportunity. We prefer a man in his 30's but will judge applications on basis of most qualified to do job. Our man must be thoroughly acquainted with all phases of Painted Bulletin Sales, including Rotary, Local, and National Sales. Our offer is not a "wish and a promise" deal. Income open, with fringe benefits to the right man. Submit recent photo with complete resume. All applications kept confidential.

Box 896, Advertising Age
200 E. Illinois, Chicago, Ill.

COPY CHIEF or SR. WRITER

Creative? Work history proves it! Versatile? Print, tv/radio, collateral material exp. Productive? Couldn't hold present job over 3 yrs. if I wasn't. Cons. pkg. goods; beauty field; office equip.; others! $13,500. NYC only. Let's not end it here. Write:

Box 902, ADVERTISING AGE
630 Third Avenue,
New York 17, New York

More Market Place ads on Page 108

MAN WANTED

to head up This Advertising Agency

We Want...

An account getter and keeper. A man burning to make "his own" agency zoom. A man who wants to triple his present income. A real pro—with or without business. A man who will check up 100%—in business and personally.

We Offer...

A staff of nine. A great sales story of on-beat advertising that increases sales profitably with records to prove it. 15-year background. One national account nearly a million. Solidly financed. Stock. The most wonderful living in the country.

Write in confidence to the Home Office, 1311 N. W. 21st Avenue, Portland 10, Oregon, marked "Personal—Chairman of the Board."

SOMA ADVERTISING AGENCY
PORTLAND - HOLLYWOOD - CHICAGO - NEW YORK

Advertising Page Exposures

*The 4 Magazines in Combination by Annual Household Income**

Reader's Digest, Saturday Evening Post, Look, Life

	Population		Net Audience			Issue Exposures			Advertising Page Expos.		
	Number	% composition	No. of different readers	% cov. of pop.	% comp.	No.	Frequency per reader	% comp.	No.	Frequency per reader	% comp.
All people age 10 & over	132,500,000	100.0	67,802,000	51.2	100.0	306,800,000	4.5	100.0	152,620,000	2.3	100.0
$7,000 or more†	32,863,000	24.8	21,766,000	66.2	32.1	113,727,000	5.2	37.1	51,942,000	2.4	34.0
$4,000-$6,999	50,424,000	38.1	28,461,000	56.4	42.0	130,117,000	4.6	42.4	64,156,000	2.3	42.1
Under $4,000	49,213,000	37.1	17,575,000	35.7	25.9	62,956,000	3.6	20.5	36,522,000	2.1	23.9

†Table reads: A single advertising page in all four magazines gets 51,942,000 exposures from readers who live in households with an annual income of $7,000 or more. This is 2.4 ad page exposures per reader living in a household with an annual income of $7,000 or more. Of all exposures to the advertising pages, 34.0% are to readers who live in households with an annual income of $7,000 or more. (For each magazine, one advertising page exposure represents a day that a person is exposed to the advertising page one or more times.)

*Income measurement not comparable to prior Politz media studies. See the Technical Report.

Page in 'Digest,' 'Life,' 'Look,' 'Post' Reaches 51% of U.S., Politz Reports

'Digest'-'Post' Study Finds Page in All Four Would Cost 70¢/1,000

NEW YORK, Jan. 22—A study showing how many times people are exposed to an advertising page in *Reader's Digest, The Saturday Evening Post, Life* and *Look* was announced today by the *Digest* and the *Post*, co-sponsors.

Described as "the most precise national study of advertising ever undertaken," the survey indicated that an ad page in the four magazines was exposed 152,620,000 times to 67,802,000 people (10 years or older)—51.2% of the population of the U. S. Thus, a single ad page appearing in each of the four books "will get 2.3 exposures to every other person in the U. S."

The *Digest* and the *Post*, which retained Alfred Politz Media Studies to do the study, said an advertiser placing a page in each magazine would pay $109,000 to get 152,620,000 exposures "at a cost of about 70¢ per 1,000 exposures."

■ This study, said the *Digest* and the *Post*, makes it possible for an advertiser to "know in advance the number of advertising page exposures he can expect for his message in these magazines." And, they indicated he can also know the number to expect for his competitor's advertising.

"By quick reference," the sponsors of the study added, "he can learn the frequency of exposure of his message and the kind of people to whom his advertising will be exposed; their age, income, education, geographic location and other marketing characteristics."

The *Digest* and the *Post* said the study further demonstrated that "magazine advertising lives longer. It has the marked advantage of repeat exposure. The advertiser receives additional value from his investment."

The two magazines said it also showed magazine advertising to be more stable: "Advertising exposure in magazines is not subject to violent seasonal fluctuations."

■ As announced today, the study relates ad page exposures for the four magazines in combination by: All people, sex, annual household income, education, socio-economic status, age, child status, size of household, position in household, occupation, home tenure, geographic region, and by metropolitan and non-metropolitan areas.

It was indicated that figures for the individual magazines would be available at a later date.

For the combined four books, the study showed the following, among other things:

- An ad page in one issue of each book is exposed 51,942,000 times to two-thirds of the people in households with income of $7,000 or more (2.4 exposures per reader).
- An ad page in each book gets 85,100,000 exposures with more than half all females (2.4 exposures each).

■ Noting that ad page exposures in magazines "will lead to comparisons with other media," the *Digest-Post* study said that "the method used in this study is the only measure of proven accuracy of the individual's exposure to the advertising page."

A little derisively, it added, "Regrettably, other media do not have accurate evidence on the exposure" of ad messages to individuals.

Politz was said to have made 31,914 interviews for the survey. The study used "the issue exposures definition and technique" which Politz introduced in the 1956 *Reader's Digest* "Study of Seven Publications." In that study, the measurement was called "reading days." In the current study, it was explained that "an advertising page is exposed if the page is fully opened so that the reader can see the advertiser's message." #

Now you can know—*in advance*—how many times people will look at your advertising in these four magazines!

FIRST AD—*This ad based on the four-magazine Politz study will bow Jan. 26 in the Chicago Tribune, Detroit Free Press, New York Times, New York Herald Tribune and the Wall Street Journal. Followup ad will run on the next two days in the same newpapers, except for the Journal. On Feb. 1, the first ad will be repeated in ad trade publications, with co-op ads by the Digest and the Post.*

B+C

. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are: Modified Venus Medium & Bertschtype 70B

THE ADVERTISING MARKET PLACE

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

WRITERS

FSR-PGH is always glad to see the resumes of good writers. We have created one of the finest writing teams ever assembled under one agency banner . . . and will add top writers from time to time. If you have wide experience, reputation, creativity, like to work with good men, write: Bob Pearson, Fuller & Smith & Ross Inc., 211 Oliver Avenue, Pittsburgh 22, Pennsylvania.

SALES MANAGER

Expanding Midwest company needs an experienced, successful sales manager under age 45. Outdoor advertising background is preferred. He must have the ability to train and direct a sales force and be a good closer, himself. Start $10-12,000 plus profit sharing with excellent future in top management at policy-making level.
Send resumes to:
Mr. Coughlin
Graebner & Company
401 Mobile Oil Building
Minneapolis 2, Minnesota

EXPORT IMPORT NEWS

THE VOICE OF WORLD TRADE
Serving Readers
in Principal Trade Centers
of 89 Countries
Published Every Month
Suite 706, 507 Fifth Ave.
New York 17, N. Y.
Or Write our Western Advertising Office—354 S. Spring St., Los Angeles 18, Calif.

TESTING one-six-two

Dawn Soap selected the testingest market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Dawn Soap is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

*Source Sales Management

100% coverage of city zone
94% coverage ABC retail trade zone

DAWN SOAP

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

If marketing appliances is your business, then ask for a Sample copy.

QUINN'S

The News Magazine for those Who Sell or Service Appliance Dealer Items in the Eight Pacific States

(Formerly "California T-V & Appliances")

10,000 guaranteed "Guided Circulation". Guided to the fastest growing LOOKING, LISTENING & LIVING market: Hawaii, Alaska, Wash., Ore., Calif., Ariz., Nev. & Idaho. To be audited by VAC, Verified Audit Circulation Co.

Ask Quinn:
Quinn's, 229 E. 4th St., Los Angeles 13
MAdison 6-5004
(A Parker & Son Publications, Inc. magazine; Bill Bowen, Publisher; Bill Quinn, Ed.; Don Martin, Adv. Mgr.)

HEAP BIG CHIEF

HOW ADVERTISERS RANK NATIONAL MAGAZINES	
1. LIFE	$134,441,468
2. Saturday Evening Post	97,598,552
3. Look	47,681,138
4. TIME	46,126,315
5. Reader's Digest	33,105,218
6. Ladies' Home Journal	30,798,894
7. Better Homes & Gardens	25,631,517
8. Newsweek	25,062,168
9. Good Housekeeping	23,035,710
10. McCall's	20,263,179

Source: PIB (Jan.-Dec. 1959)

In 1959, LIFE's advertising revenue was higher than any other magazine. (38% more than the next leading magazine.)

In the past 12 months, LIFE carried 847 more advertising pages than the Post—2180 more than Look.

LIFE's advertising revenue for 1959 was $11,800,000 ahead of 1958. A greater increase than any other magazine.

Circulation in 1959 topped all-time publishing highs for general weeklies. (The year-end issue of LIFE went over 7,100,000 copies —First two January issues average over 6,700,000.*)

*Publisher's Estimate.

The San Francisco Chronicle

is proud to announce that

in the past two years it has

gained more daily circulation

than any newspaper

in the United States.

TOTAL DAILY CIRCULATION GAINS FOR 1958 & 1959

San Francisco Chronicle	**Gained 64,627**
Philadelphia News	**Gained 45,008**
New York Times	**Gained 43,452**
Los Angeles Times	**Gained 31,884**
Detroit Free Press	**Gained 27,709**

Source: Based on an analysis of ABC Publisher's Statements for September 30, 1957, 1959